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In Maryland . . .

Ad Tax Ban Bill Passes; McKeldin Signature Due

Annapolis, Mp., Feb. 27—Both houses of the Maryland legislature have passed the Robinson bill (AA, Feb. 24) to ban special taxations of advertising or media by subdivi-sions of the state. Gov. McKeldin's signature is expected as soon as the attorney general certifies that the bill meets legal requirements.

senate unanimously proved the bill late last night fol-lowing earlier approval by the house of delegates by a vote of 82

Robinson bill specifies that: (1) No tax on advertising sales may be imposed by a locality unless business in general is taxed at the same time and at an equal rate; (2) a subdivision may not impose a gross receipts tax on advertising or ad-

vertising media.

The Maryland Advertising The Maryland Advertising National Advertisers, concluded Council, which had originally that "a universal, standard compendrawn up a bill to prevent adversation method is difficult to actising taxes on a state level, threw cept. its support to the Robinson bill in order to expedite its passage during the present legislative session.

■ Delegate Jerome Robinson said of his bill, "House Bill 122 does not confer any special privileges upon advertising or advertisers. It mere-



FREY REPORTERS-Trio telling newsmen of Frey Report on tising industry at session convened by Assn. of National Advertisers included Prof. Albert W. Frey of Dartmouth; Paul West, ANA president; and Donald S. Frost, vp and advertising director of Bristol-Myers Products Co. and chairman of the ANA's agency relations

Rebating by Agencies crimination against advertising such as the ill-fated Baltimore taxes on advertising and media, the Robinson bill specifies that: (1) Y

of Each Client-Agency Relation, Says ANA Study

NEW YORK, Feb. 25-A completed Frey report, 424 pages in all, released yesterday by the Assn. of

Arguments for and against par-ticular methods, reported Prof. Albert W. Frey and Prof. Kenneth Davis after a year-long study, "must be evaluated in terms of the specific situation.

"Generalizations regarding the over-all advantages and disadvanly does justice. It prevents local tages of this or that method deserve discriminatory taxes and requires attention for whatever guidance equal treatment of advertising and they may offer, but they should not be controlling. Each situation has

Pay Arrangement Is Part its own subtle, complex and distinctive needs that make an indis-criminate and standardized approach to compensation inade-quate."

A preliminary analysis of the report was given Oct. 30 at the Atlantic City meeting of the ANA. At that time Advertising Age reported, "There were no major surprises in the preliminary report, and no real recommendations for a change in the existing system, beyond the basic implication that

(Continued on Page 66)

Agency, Media Men, Ad Managers Have Disparate Views

NEW YORK, Feb. 25—Some figures uncovered by Prof. Frey's research for the Assn. of National

Arguments in favor of media commission system—13.4% of the advertising managers surveyed reported "it works"; 31.9% of the agencies concurred, as did 24.2% of the media. Ad managers (8.2%) said they thus know in advance the amount of the budget; agency
(Continued on Page 8)

JWT Resigns Its \$3,000,000 Share of Swift, Ending 65-Year Relationship

McCann, with Bulk of \$15,000,000 Account, May Get Thompson Part

CHICAGO, Feb. 28-J. Walter Thompson Co. has put an end to its slowly dying relationship with Swift & Co., its second oldest client, by resigning the remaining Swift business.

The agency announced the coup

Congress Parley Shapes Record Postal Hike Bill

WASHINGTON, Feb. 28-The fate of the 5¢ letter and other postal rate increases approached resolu-tion in a House-Senate conference after the Senate today put its approval on the rate portion of a bill which would result in the biggest postal rate hike in the nation's his-

postal rate nike in the nation's history and then began discussion of its postal salary provisions.

The combination rate-pay bill hammered out after three days of rough-and-tumble debate contemplates an increase of over \$700,000,-000 in postal revenues and involves increases of 50 to 66% for first, second and third class mail. The Sen-

(Continued on Page 4)

de grace to its employes yesterday. The Swift business included All-sweet margarine, Swift'ning, Jewel sweet margarine, Switching, shortening, Jewel salad oil, commercial shortening, End-O-Products (pest control), Pard dog food,

Swift peanut butter and Vigoro products (fertilizers).
Swift had been a JWT client for some 65 years. Chesebrough-Pond's, in the shop 72 years, is the oldest client in any agency. Swift is of course the oldest advertiser in JWT's Chicago show and many agency. in JWT's Chicago shop, and may also be the second oldest client of any agency.

Thompson at one time handled most or all of the advertising Swift (Continued on Page 77)

Quaker Shifts \$3,500,000 Ken-L Account from NL&B

CHICAGO, Feb. 28—Quaker Oats Co. has dropped Needham, Louis & Brorby as its agency for Ken-L Products. Victor Elting Jr., vp for advertising at Quaker Oats, said the termination date had not been decided, nor has a new agency

The dog food account, which includes Ken-L Ration, Ken-L Biscuit, Ken-L Meal and Ken-L Treats, reportedly bills about \$3,500,000 annually, including \$2,000,000 on the canned Ken-L Ration.

News that J. Walter Thompson (Continued on Page 77)

Fewer Advertisers in TV; They Spend More

TvB Says Nets' Gross Is Up 5.7%, Spot 12.9% in '57; Cause: Rate Hikes

NEW YORK, Feb. 27-The total number of spot and network tele-vision advertisers has declined, but the sponsors who are staying with

than ever on tv.

This is the gist of the story Norman E. Cash, president of the Television Bureau of Advertising, had to tell today when he held a press conference to bring the business

picture of tv up to date.

Mr. Cash revealed that the number of individual companies in network tv shrank from 321 in 1956 to 293 in 1957. The aggregate of spot tv spenders dropped from 4,339 to 4,154 during the same period. He attributed a part of this loss of 28 network and 245 spot customers to mergers; he did not say how much as due to this factor. However, it was emphasized that

the smaller circle of customers like tv enough to keep the gross time expenditures curve going up. PIB's estimate for network tv gross time sales last year was \$516,202,000—or 5.7% above the figure for the preceding year. The TvB-N. C. Ro-rabaugh estimated spot tv gross time sales figure for last year was \$448,734,000, a gain of 12.9% over the 1956 level.

 The TvB president indicated that most of the gain in both categories probably came from increased rates, which he said had gone up 5%-10% for spot and 3%-4% for

network. (Note—McCann-Erickson's esti-(Continued on Page 76)

In '57 Top 100 Advertisers Invested \$812,131,124 in Magazines, Network TV

Bristol-Myers Joins 100; Ford, Chrysler Boost Totals; P&G Still Leads

New York, Feb. 26—The nation's top 100 national advertisers last year spent a total of \$812,131,-124 in magazines, supplements and network television, according to a compilation by Leading National Advertisers Inc. from Publishers

Volkswagen Names Mathes: Eyes Bigger Slice of U.S. Market

NEW YORK, Feb. 27—J. M. Mathes Inc. has been awarded the

Volkswagen account. It is the first agency appoint-ment for Volkswagen of America Inc., U. S. subsidiary of the German automobile manufacturer.

The Volkswagen is by far the leading seller in the burgeoning car import market. Of the 200,000 foreign-built cars sold here in 1957,

(Continued on Page 76)

Information Bureau figures. 1956, the 100 top advertisers invested \$754,274,612. The 1955 total was \$669,256,978.

Network television got \$445, 962,685 of the 1957 total investment, while magazines received \$294,050,689 and Sunday magazine

\$294,050,689 and Sunday magazine sections came up with \$72,387,750.
Procter & Gamble remained at the top of the spending heap, with an appropriation of \$57,191,511, an increase of nearly \$2,000,000 over 1956 investment. In second ce again was General Motors, which invested \$41,834,224 in the media. GM's figure, however, was down about \$7,000,000 from the amount it spent in 1956.

■ Chrysler Corp., which had been in fifth place in 1956, with an ex-penditure of \$26,923,885, jumped to third place in 1957, when it invested \$30.945.944. Colgate-Palmolive dropped from third place to fourth last year, with an investment of \$29,078,118 compared with \$29,-566,513 in 1956.

A big increase in advertising appropriation was registered by Ford

(Continued on Page 62)

Last Minute News Flashes

Bryan Houston Gets Whitehall's Soothol

New York, Feb. 28—Bryan Houston Inc. has picked up its eighth new account in six months—Whitehall Laboratories' Soothol tablets, formerly with Sullivan, Stauffer, Colwell & Bayles.

Lincoln to Name Agency Next Week; Race Down to 3

DEARBORN, Feb. 28-The race for the Lincoln automobile account has been narrowed to three agencies as AA went to press. Lincoln will pick its agency next week. D'Arcy Advertising is regarded as the heavy favorite, with Benton & Bowles and Cunningham & Walsh still

Duryea Moves from McAdams to Doherty, Clifford

NEW YORK, Feb. 28—William E. Duryea, formerly exec vp of William Douglas McAdams Inc., has joined Doherty, Clifford, Steers & Shenfield as vp in charge of the agency's professional drug division.

Weber Marking Systems Names Waldie & Briggs

CHICAGO, Feb. 28—Waldie & Briggs has been appointed to handle advertising, sales promotion and marketing activities for Weber marking systems division of Weber Addressing Machine Inc. Stoetzel & Associes is the previous agency. The account is reported to bill about \$100,000.

(Additional News Flashes on Page 77)

It's Up to Advertiser to End TV's 'Trivia, Boredom, Pap': Foreman

Sponsor Should Have Concern for Show, Not Rating, Says BBDO Exec

NEW YORK, Feb. 25—The responsibility for raising the standards of tv fare rests with the advertiser, Robert L. Foreman, exec vp of Batten, Barton, Durstine &

Osborn, said here today.

Mr. Foreman told a seminar of
the Radio & Television Executives Society that tv is too important a medium of communications to be "frittered away with trivia, boredom and pap."

Referring to a comment by a network executive who pointed out that audience measurements indi-cate that viewers are satisfied with what they are getting, the agency man said: "I don't think it matters if they are satisfied; if you offer people something better, they will be dissatisfied."

Since tv is a sponsored medium, the obligation for raising its quality "falls squarely upon the actiser," Mr. Foreman reasoned.

■ The BBDO executive attributed a large share of tv's problem to the "pathological concern" over ratings on the part of some segments of the industry. He said agencies "committed the original sin, and at first with good cause, [since] we desperately needed some checks, some benchmarks, by which to draw conclusions about the most challenging avenue we had yet gone down."

After making it clear that he was criticizing the misuse of rat-ings rather than the ratings them-selves, which he feels are "essenselves, which he rees are tial," Mr. Foreman asserted:

Today's nail-biting attention to the daily and fractional meanderings of the Trendexes and the Nielsens is a destructive influence on television of the worst kind. The

Brorby to Admen: Help TV Reach Its 'Full Destiny'

It's 'Achilles Heel' of Advertising, He Tells Southwestern Ad Groups

Dallas, Feb. 25-Television was branded the Achilles heel of advertising agencies by Melvin Brorby, Needham, Louis and Brorby, Chicago, before a joint meeting here of the Southwest council, American Assn. of Advertising Agencies, and the Southwestern

Assn. of Advertising Agencies.

Mr. Brorby, board chairman of
the Four A's, said: "I would not
propose regulation of television
from without. But isn't it possible for all of the groups involved in this critical medium to come to-gether occasionally as a sounding board to help guide television to its full destiny?

"We have scarcely touched the

creative genius, literary and musicreatve genus, iterary and musi-cal, of America, in our hurried show production. I say this with due regard to the great moments when tv has shown a flash of what it could become—what it could do for America."

· Earlier, Frederic R. Gamble president of the Four A's, was presented with a branding iron and a pair of chaps by Morris Hite, president of the Tracy-Locke Co., Dal-(Continued on Page 59)

battle of the networks for the top ten. The silly feud to outpull the competition in the time spot. Such absurd preoccupations make us slaves to their numbers instead of masters of the information they do

· "For what happens when w have so many nice neat little charts on our desks? We begin to think we (Continued on Page 59)

Ule Supplants Brown as Head of Revamped ARF Unit

New York, Feb. 25-The Advertising Research Foundation has reorganized and enlarged its technical committee.

Membership has been increased from 19 to 21, and G. Maxwell Ule, senior vp of Kenyon & Eckhardt, has been elected chairman of the

Mr. Ule has served on the committee for six years. He replaces Lyndon O. Brown, of Dancer-Fitzgerald-Sample

The committee now has two vice-chairmen: A. Robert Graustein Jr., marketing research director of Lever Bros., and Paul E. J. Gerhold, of Foote, Cone & Beld-ing. Mr. Gerhold was already a vice-chairman.

ARF's technical committee offers a consultation service to companies planning research projects. It also makes confidential appraisals of studies. Since 1952 it has engaged in 22 consultations and

"Expansion of the technical committee has been made necessary by the growing number and na ture of tasks before it," said A. V Lehman, managing director of ARF. Other members of the com-mittee are Edward Battey, Comp-ton Advertising; Hugh M. Beville Jr., National Broadcasting Co. Harper Carraine, CBS Radio; R. C Christian, Marsteller, Rickard, Gebhardt & Reed; E. L. Deckinger, Grey Advertising Agency; Ben Gedalecia, Batten, Barton, Durstine & Osborn; Lawrence H. Hubbard, Doherty, Clifford, Steers & Shenfield; Gordon Hughes, Scott Shenfield; Gordon Hughes, Scott Paper Co.; Roger Humphries, Procter & Gamble; Robert E. Kahl, Borden Co.; Leonard Kent, Need-ham, Louis & Brorby; Donald R. Longman, J. Walter Thompson Co.; John Maloney, Reader's Digest; A. Edward Miller, Life; John E. Mur-phy, Bristol-Myers Co.; David E. Robinson, C. J. LaRoche & Co.; John C. Spurr. McGraw-Hill Pub-John C. Spurr, McGraw-Hill Publishing Co., and Kenneth Stuart, Eastman Kodak Co. #



SPACE SAVER-Alcoa has been testing its new Flat Pak of aluminum foil in Columbus, O., and has now started national distribution. The package holds 25' of foil, saves the space.



BBDO HONORED-James A. Linen (right), president of United Community Funds & Councils of America, presents a plaque to J. Davis Danforth, exec vp, Batten, Barton, Durstine & Osborn, New York, "more than a decade of voluntary public service" for the agency's to the 2,100 United Fund and Community Chest campaigns. UCFCA is the national association for the united drives. Mr. Linen is publisher of Time, New York.

'Bob, I Don't Think This Place Agrees with You' ...

Vignettes of Admen Brighten New Mayer Book, 'Madison Ave., U.S.A.'

Sympathetic, Realistic Picture of Admen at Work Written for the Public

NEW YORK, Feb. 28-"Madison Avenue, U.S.A.," to be published March 5 by Harper & Bros. at \$4.95, is that rarity—an outsider's sympathetic appraisal of the advertising industry.

The outsider is Martin Mayer, a

free-lance writer. He is the author of "Wall Street:

Men and Money and a novel, "The Experts." He is a frequent contributor to Harper's Magazine, in which a portion of his new book received advance

Jan. 27). In "Madison

Avenue, U.S.A.,"
he has produced one of the best books ever written on the advertis-ing business. It is a book that faithfully reproduces the flavor of the advertising scene, as savored by the people who work in it day-by-

This is, Mr. Mayer explains in his preface, "a reporter's book about advertising." It is based on nearly 400 interviews and is mainly con-cerned with people, particularly agency men and researchers.

Mr. Mayer names names, quotes figures and recites anecdotes that are rich and revealing in their depiction of the adman at w

 Despite its brevity (332 pages), "Madison Avenue, U.S.A." manages to cover a good deal of ground. Beginning with a succinct review of the advertising man and his his tory, it goes on to range over the operations of advertising agencies (particularly J. Walter Thompson Co. and Ted Bates & Co.), the the advertising dollar (there is an excellent takeout on the development of the Politz magazine audience study) and the internecine warfare in the nether regions of market research (the Dichter-Vicary-Politz chapter is billed, "Hats, Rabbits and Magicians").

The perspective is that of a re-porter, but it is also the perspective of the agency man, Advertisers get scant attention in "Madison Ave-nue, U.S.A." (The Assn. of Na-tional Advertisers is mentioned

once as having been "founded in 1912 primarily as a trade union with the avowed purpose of break-ing agency commission rates.") Agencies get a great deal of attention-and some more than others.

very large in Mr. Mayer's book. The exuberant board chairman of Ted Bates is quoted more times than any other person (perhaps because Mr. Mayer recognizes col-orful copy when he sees it) and the hard-sell, reason-why, pack-age-goods philosophy of the Bates (Continued on Page 78)

Pfizer Names Burdick, Becker for Two New Products

NEW YORK, Feb. 25— Chas. Pfizer & Co., one of the largest advertisers in the ethical drug field, has appointed Burdick, Becker & Fitzsimmons, New York, to handle two new pharmaceutical products.

The products will be introduced later this year. No information was released on their nature.

Breaking into the Pfizer agency roster is a major accomplishment for the young Burdick, Becker shop. It was formed in November, 1956, to specialize in ethical drug advertising.

Pfizer already has two agencies for its ethical pharmaceuticals. Bulk of the advertising is handled by William Douglas McAdams Inc., New York. Several products, mainly steroids, are with Paul Klemt-ner & Co., Newark. Other Pfizer agencies are Mac-

Manus, John & Adams (chemical division and corporate); Leo Burnett Co. (agricultural division) and Dowd, Redfield & Johnstone (proprietaries).

■ It is assumed, of course, that the new Pfizer products will not be competitive with anything already in the Burdick, Becker shop It was noted, however, that Burdick, Becker handles two products
—Pathibimate and Aristocort—for
Lederle Laboratories, a "blood" rival of Pfizer's in the antibiotic

las McAdams. #

GE Drops Fair Trade; Sunbeam Follows Suit

New York, Feb. 27—General Electric Co., chief champion of fair trade, which has spent something between \$500,000 and \$1,000,000 annually in a losing battle to enforce the program, yesterday an-nounced complete abandonment of the system on the ground that it is unenforceable, legally and competitively.

The GE move led to the follow-ing chain reaction, which may continue into other industries:

 Sunbeam Corp., Chicago, fol-lowed suit a few hours later, announcing that the competitive situ-ation forced it to abandon fair trading of its appliances.

· Then today, the Toastmaster di-Then today, the Toastmaster division of McGraw-Edison, Elgin, Ill., also announced it was ending fair trading of its electric housewares effective immediately. "We can't go it alone," said Scott C. Rexinger, company sales manager, in the transport to distributors.

in a telegram sent to distributors.

This means that GE and Sunbeam appliances-radios, toasters, irons, fans, vacuum cleaners, clocks and other small appliances—may now be sold at any price that a retailer chooses. It may mean a flur-ry of price wars in the many cities were discount houses are important marketers.

 In New York, market comparison shoppers spent a hectic day yester-day scurrying from one store to another. Price drops already range down to around 30% on GE items, and seemed likely to go items, and seemed likely to go lower. A similar situation was expected among Sunbeam dealers as
(Continued on Page 63)

Outdoor Sales in '57 Were Up 5%, OAI Reports

General Motors Led Despite Spending Cut; Ford Held No. 2 Spot

NEW YORK, Feb. 25-The 100 leading users of national outdoor advertising in 1957 spent \$100,301,-432, compared with \$95,685,000 in 1956 and \$93,422,641 in 1955.

These figures were released to-day by Outdoor Advertising Inc. in its fourth annual listing of the top 100 users of the national medium.

· General Motors Corp. and Ford Motor Co. again led the list as the first and second in outdoor expenditures.

However, General Motors, which spent \$8,699,214 in 1957, cut its outdoor outlay \$2,246,040 under the \$10,945,254 that it spent in '56. Ford, on the other hand, spent \$6,-649,669 in '57, an increase of \$691,-664 over '56.

Third place in '57 was taken by

Anheuser-Busch, with an expenditure of \$3,657,259, up \$608,210 over the \$3,049,049 it spent in '56, when it held sixth place on the list. It (Continued on Page 70)

Easy Appoints Ver Lee

Arnold Ver Lee has been named advertising and sales promotion manager for Easy laundry ap ance division of Murray Corp Dean Burdick, president of the agency, supervises the Lederle ard E. Weiss Mr. Ver Lee was account. Donald Fitzsimmons, vp, will head up the Pfizer account. Both are alumni of William Dougas assistant ad manager and moved up to the top ad spot in 1944. as assistant ad manager and m up to the top ad spot in 1944.

Lewin, Buckhout Urge Admen: Take Steps to Overcome Your Bad Press

Use PR; Show Public You're Hard Workers, **Agency Exec Suggests**

New York, Feb. 26—A. W. Lewin, board chairman of Lewin, Williams & Saylor, today called upon the advertising industry to advertise itself to "bury once and for all" the picture of the adman as the "hard-drinking cynic in the gray flannel suit."

Mr. Lewin made his appeal be-fore the New York Kiwanis Club. He suggested the establishment of a volunteer steering committee to map out a plan of action and pledge "thousands and lars" in services. sands and thousands of dol-

"We should make certain the public knows the truth about us," he said. "I say to my colleagues that advertising must tell its own story. Advertising must improve its own public relations. There was a time when we looked on public relations as a stepchild. But now it's our ally, and I think we ought to ask our pr allies to come to our aid. Together, we should build this new image of the American advertising man.'

Lewin reported that his (Continued on Page 18)

Set Awards for Ads' 'Economic Dynamism' Role, Says 'Life' Ad Chief

MINNEAPOLIS, Feb. 27-A proposal aimed at overcoming the black eye sported by the advertising business today was made here by Clay Buckhout, advertising di-rector of Life. He suggested na-tional awards "recognizing constructive and progressive advertising in furthering America's mar-kets and the dynamism of the na-tion's economy."

Mr. Buckhout urged admen to

stop worrying about their bad press and concentrate on getting "the predominantly good side of advertising talked about and recognized

"The important thing," he added, "is that each of us, while mindful of the truth of his own performance, must set his sights further and higher in advancing the collective image of advertising usefulness.'

Mr. Buckhout, who spoke before the Minneapolis Advertising Club, said the club might lead the way in starting the national awards, possibly "utilizing the good offices and prestige of the University of Minnesota." #



GIFT FOR BABY...This page in the April 7 Life launches Heinz's salute to babies with an offer of a spillproof tumbler in exchange for 12 "the Heinz baby food labels. Maxon Inc.

Detroit, is the agency.

Instalment Plan Urged by Harris

Give Small Advertisers Year or More to Pay, Paper Exec Proposes

DETROIT, Feb. 25—Instalment-lan advertising to stimulate business and provide smaller compa-nies with a means of conducting national campaigns on a continuity basis was proposed here by Arthur L. Harris, president of Mead-Atlanta Paper Co., Atlanta, Ga. Mr. Harris spoke last week be-fore the Adcraft Club of Detroit.

"I feel that much more space ould be sold by agencies if they could evolve some system where by smaller companies could try an adequate advertising campaign on some finance plan basis," said Mr. Harris. "This could make it possible for clients who have never advertised in national publica-

"The cost of advertising in national publications gives smaller businesses pause for reflection, although the desirability of such advertising is never in doubt," he

 "Many smaller companies might be willing to do a real bang-up campaign in order to test its efficacy if the bills did not fall due

"A national campaign without continuity is undoubtedly a waste money, but continuity costs money.

"The results from such national advertising might more than com-pensate for its cost to companies who feel they cannot afford it.

"Many of them, I sincerely think, would spend the money in-volved if the cash outlay could be spread over one or more fiscal

'Instalment buying is an accepted tool for increasing sales when cash is short. It should not only increase the use of advertising but introduce national advertising for the first time to many who otherwise could not afford it." he

"Since everything else, from foreign travel to babies, can be paid for on time, why not finance advertising to good credit risks?" #

Edward G. White, account executive in the Quincy, Mass., home office of S. Gunnar Myrbeck & Co., industrial agency, has been named industrial sales manager of the industrial sales manager agency's Washington office.

Automotive Veteran Gets signed is tv advertising in Canada "Climax" vorth about \$1,500,000.

Car Account; Corporate

Goes to Neophyte in Field

DETROIT, Feb. 27-Recovering

swiftly from the shock of McCann-Erickson's sudden resignation 11 days ago, Chrysler Corp. this week

Y&R's portion of the Chrysler business will bill more than \$10,-000,000 this year. The Burnett slice

will bill an estimated \$8,500,000.

Billings for the two new Chrysler agencies will begin March 1. Ross

Roy Inc. will continue to handle international advertising for the company's trucks. Still to be as-

NEW YORK, Feb. 25-Necchi and

Elna sewing machines today broke a \$1,000,000-plus advertising cam-

paign through Grey Advertising. In addition to a four-color advertisement in the March issue of

McCall's, which went on the news-

stands today, consumer magazines scheduled in the spring phase of

the campaign include Good House-

keeping, Parents' Magazine, Photo-play, Redbook, Seventeen and True

Story. Pattern books and tv will

also be used. Newspaper mats for dealer use have been prepared as

The Necchi machines featured include the new portable Mirella, Supernova and the Nora. The Elna

Supermatic is also involved in the

The pattern books scheduled are Advance, Butterick, McCall's Pattern Book, Simplicity and Vogue. Three ads are scheduled for Behind the Scenes, sewing machine busi-

The Necchi Co. is headquartered in Pavia, Italy, while Elna is located in Genoa, Switzerland. The companies market jointly in the U.S., but compete elsewhere. #

N. Y. Art Club Sets Contab

Waldorf-Astoria Hotel, New York

a follow-up.

campaign.

ness magazine.

Necchi. Elna Start

\$1,000,000 Spring

Drive in Print, TV

Y&R, a veteran automotive agency, handled Packard Motor Car Co. for 19 years, losing the account to Maxon Inc. in 1951. Y&R also handled the Lincoln account for nearly four years before resigning the business a month ago (AA Jan. the business a month ago (AA, Jan.

Burnett has never handled an automobile account, although Leo Burnett started his advertising ca-reer in the automobile field. company's corporate advertising and export advertising for passen-ger cars to Leo Burnett Co.

> Capturing the Chrysler business was a sweet victory for Burnett, which had failed in several previous attempts to lure an auto account into the shop. Burnett fin-ished second to Foote, Cone & Belding in the bidding for Edsel last year and also had been tabbed as a strong contender in the scramble for the Buick account, which eventually went to McCann-Erickson (AA, Feb. 17).

> In getting its share of the Chrysler account, Burnett opened fire using the old slogan, "It pays to advertise." Last November, the agency ran the now famous "Vanishing American" ad in three Detroit newspapers, frankly announcing that it was seeking an automobile account.

> Shortly after the ads appeared, the agency called upon Chrysler executives to get acquainted. Several meetings between Burnett and Chrysler brass were held in the past three months.

> The meetings were climaxed last Friday when an agency team (Continued on Page 58)

McCarty Co., MacManus Set **Overseas Units**

MacManus Operation to Use Foreign Agencies; **McCarty to Place Direct**

New York, Feb. 26-Two advertising agencies have organized

new international departments.

MacManus, John & Adams has
set up a department in its New The Art Directors Club of New York will hold its third annual communications conference on creativity April 2 and 3 at the York office, headed by John H. Byrne, who was previously in the agency's Bloomfield Hills, Mich., headquarters as an assistant ac-count supervisor on Dow Chemical.

McCarty Co. Advertising, New York, has brought in Joseph G. Hitrec to direct its department. Mr. Hitrec has had some 15 years' experience in international advertis-ing. He was a creative account executive with Irwin Vladimir & Co. from 1949 to 1955. For the past two years he has been in Europe.

MacManus said its international department "will be ready for complete client service by midyear." The agency will work through a network of affiliated agencies abroad.

 Mr. Byrne, who was named a vp of the agency, said the international department was established because "there is a need for additional service in this field" and because "we want to provide our clients with better service."

There was no announcement of the clients MacManus will be servicing in this field, but a likely can-didate would seem to be Dow,

(Continued on Page 22)

Boring from Without (the Country) May Be McCann Method of Garnering New Accounts

verseas; then get it at home."

This might well be a rallying cry

for McCann-Erickson, which is making a steady practice of adding domestic clients after first serving

them in foreign markets.

Two of the largest accounts to change agencies in the past three years both ended up at McCann, and in both cases the international factor was cited as the main reacon for the cuited. son for the switch.

First, in 1955, Coca-Cola Co. moved its \$15,000,000 account from D'Arcy Advertising to McCann, ex-plaining that it wanted further integration of domestic with inter-

national advertising.

McCann already had been han-

Queen Anne Scotch Ads Use 'Poetry,' Are 'Sort of Subliminal'

New York, Feb. 25—Van Munching Imports Inc. is launch-ing a new campaign for Queen Anne scotch whisky in Gourmet. The New Yorker, Newsweek and Sports Illustrated, using four-color ads that combine a traditional Queen Anne period setting with some new advertising techniques.

MacManus, John & Adams is

the agency.

The Queen Anne man is introduced in "a subliminal sort of way," the release says. "You see an emp-ty chair . . . a cigaret still burning in the ash tray ... scotch on the rocks poured and ready. Why isn't the Queen Anne man in the pic-

The advertising copy is described as serious modern poetry, which, it is explained, "is not to be con-fused with light verse or jingles." The copy says "if you are the man whose tastes are tutored not

by hearsay nor emulation ... who instinctively senses that which is good (though rare and apart) in conversation . . . music . . . art . . . whose wisdom of heart reflects the ly earned," etc., etc., "if you are that man ... you're the man for Queen Anne," # wish for quieter pleasures earnest-

NEW YORK, Feb. 25-"Get it dling Coke in most of Latin America. Following the U. S. appointment, McCann offices in Canada, Mexico and Cuba also added the Coke account.

> Then, the week before last, Mc-Cann dropped Chrysler Corp. to take on the \$24,000,000 Buick account. In explaining this momen-tous switch, McCann cited a "conflict of interest": it handles Opel, General Motors subsidiary in Ger-many. It also handles GM in Brazil, where a home-grown automotive

industry is being created. It should be pointed out quickly that Madison Ave. placed very little stock in either of these explana-tions. Other factors, it was felt, played a more important part in

At the same time, it is plausible that the international angle was a factor, even if only a small one— and sometimes the small factor is

enough to tip the balance.

There is no denying that, even if it had nothing to do with the domestic appointments, the inter-national aspect provides a con-venient explanation for both agency and client.

(Continued on Page 18)



SORT OF SUBLIMINAL—That's how the first of a new series of ads for Queen Anne scotch is described, because it features an invisible man—the reader. MacManus, John & Adams is the agency.

Myrbeck Advances White

PRESTIGE-Field & Flint, Brockton, Mass., will run this color page in the April Fortune to promote 500 pairs of \$150 Imperials-"...this frankly extravagant luxury." Emil icing is Mogul Co., New York, is the agendidate

Congress Parley Shapes Postal Bill

(Continued from Page 1) ate hopes the increases will go into effect July 1.

 While a number of amendments were added to the bill on the Senate floor, the administration suc-cessfully fought off all basic changes in the rates approved by the post office and civil service committee.

As it moves toward conference the Senate bill provides a split level first class rate; 4¢ for local mail, which represents about 44% of the first class volume, and 5¢ for out-of-town letters. Also, an 8¢ rate for airmail and a split-rate for post-cards, 3¢ for cards with printed or processed messages, 2¢ for handwritten cards.

The bill provides for three annual increases in second class rates, each involving 10% on editorial portions and 20% on advertising portions. An increase from \$15 per 1,000 to \$20 per 1,000 on within the conference committee sales manager.

■ An original plan to move for a reduction in the increase on publications in the Senate bill, side
Second Class: House bill protracked today after three days of debate, indicated the Senate was more likely to increase rather than decrease the committee's provision on second class.
Several efforts had been made to

jack up the increases on magazines above the level recommended by the committee. One amendment, sponsored by Sen. Wayne Morse (D., Ore.), proposing three annual 40% hikes on advertising content, prompted Sen. Frank Carlson (R., kan.) to point out that publishers already pay 30% more than they did in 1950. Under the new rates, be observed publishers rates will. he observed, publishers' rates will be more than double the 1950 level.

bulk third class is scheduled for July 1, with a further increase to \$25 per 1,000 for most bulk third class provided after another 12 months.

Solution 1, with a further increase to \$25 per 1,000 for most bulk third class provided after another 12 months.

First Class: House bill provides a flat 4¢, compared with the Senate's split rate. This is a point for negotiation also on airmail, where the House voted 7¢ and the Senate

vides for four 15% increases for publishers, compared with the Senate's three steps of 10% each on editorial and 20% each on advertising. House bill contains a quarter-cent minimum piece rate, plus a Rhodes amendment limiting subsidies" to \$100,000 per publi-

Third Class: Both bills contem-

Bornstein to 'Modern Photo'

William Bornstein, formerly advertising manager of Photographic Annuals, has joined Modern Photo-graphy, New York, as advertising

Highlights of This Week's Issue

Anti-advertising tax bill is passed by Maryland legislaturePage 1 Top 100 advertisers invested \$812,131,124 in 1957, up 7.7% over 1956, PIB re-...Page 1

Frey report is released by Assn. of Na-tional Advertisers; says rebating by

Advertiser must end "trivia, boredom, pap" of television programs, Robert Foreman, exec vp of BBDO, tells radio-.....Page 2 tv group ..

General Electric drops fair trade as "unenforceable, legally and competitively," sets off chain reaction in industry as competitors follow suitPage 2

Advertising business is urged to improve its public relations by A. W. Lewin, board chairman of Lewin, Williams & Saylor, and Clay Buckhout, ad director of Life, in separate speechesPage 2

McCarty Co., MacManus, John & Adams establish international unitsPage 3

Post Office cost ascertainment system has statistical flaw, accountants tell House appropriations committee....Page 6

Filter-tip cigaret makers are misusing our findings, Consumers Union says, commenting on tobacco men's use of its data in rebuttal of House govern-ment operations committee accusa-tions. Page 10

Farm Journal voluntarily reduces circu-lation guarantee and space rates in move to give advertisers "more of the prime farm market most effectively

rarily

rarily Page 25
Industrial ad manager must explain his position to his associates within his own organization if he is to function efficiently, C. W. Kohlman, ad manager, industrial chemicals, American Cyanamid, says Page 32
Standard Romper Co. lets its readers participate in its ads by letting the tikes fill in the color on bow adsPage 33

Pilisbury warms up for its 10th Bake-Off at Waldorf-Astoria in New York Page 40

The Folding Paper Box Assn. of America reduces pr budget to \$225,-000 Page 40D

Andy Armstrong raps ad in which illus-tration gives no idea of what product is to be used forPage 48

Independent bakers must produce better

Consumers are not lacking in confidence, they're spending money freely despite high unemployment rates, Sumner Slichter says in a letter in Boston Herald Page 55

Help wanted ads were down 36% in Jan-uary, with short-term outlook grim, "Help Wanted Trend" reportsPage 71

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This Week in Washington	
Voice of the Advertiser	
What They're Saying	

Two Join 'Mademoiselle' of Mademoiselle, New York. Roy David Millar, formerly travel advertising manager of Charm, has been named eastern ad manager York advertising sales staff.

belongs on every "A" Schedule

High Court to Review Dam Case THE TACOMA NEWS TRIBUNE 'Chutist Hits Wires; City Goes Darkon

Here's why: In the rich Puget Sound area there are two major markets-the Seattle market and the Tacoma market. The dominant Seattle newspaper has a heavy concentration of circulation in the Seattle market and practically none in the important Tacoma market. And the TACOMA NEWS TRIBUNE delivers the concentrated coverage (83,446) and high readership in its market . . . Washington State's 2nd market.

The conclusion is clear:

To sell the growing, vibrant Puget Sound area you need the dominant Seattle daily newspaper and the TACOMA NEWS TRIBUNE.

TACOMA NEWS TRIBUNE

Tacoma, Washington

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.

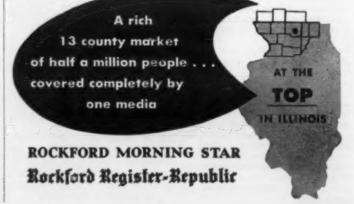
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA

LOS ANGELES • SAN FRANCISCO • SEATTLE

Remarkable Rock

- 31st in the nation in spendable income per household
- 2nd largest machine tool center in the world!
- 11th in the nation in postal savings!

Remarkable Rockford, Illinois is a market that can mean real profits for you. It is a growing industrial community . . . surrounded by a rich agricultural area. For full details write for new FACTS BOOK!





Idea power in action: BH&G inspires a roomful of ideas for teen-age sisters

There's nothing so powerful as an idea!

Better Homes & Gardens is a monthly parade of ideas about the wonder-world of things that interest home-and-family-centered men and women and their children. Ideas that lead them on and on, from one thing to another.

Redecorating the girls' room, for instance. BH&G sparks the idea in the first place. Which leads to how-to-do-it ideas. How to organize the beloved paper "litter" that's part of growing up. (Idea: a giant bulletin board.) Where to house a record player, records, radio.

(Idea: a window-wall with a built-in abundance of shelf and drawer space.) Ideas for curtains, bedspreads, slip covers, rug—and all from the pages of Better Homes & Gardens!

BH&G's readers literally "live by the book"—and "the book" is Better Homes & Gardens. That's what makes BH&G unique among all major advertising media as a showcase for any product that helps families to live better. Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

3 of America reads BH&G the family idea magazine

House Unit Finds Statistical Flaws in P.O.'s Cost Ascertainment System

By Stanley E. Cohen Washington Editor

than 30 years there has been a run-ning debate over the accuracy of the Post Office Department's cost

which confirms the suspicions the ticular function, or overstate costs commercial mail users have had all along. On the basis of investigators told the committee and expansion on an unprecedented only to those with substantial expenses.

Rep. J. Vaughan Gary (D., Va.)

tions by highly competent cost ac-Washington Editor
Washington, Feb. 27—For more mittee has been told the cost as-

certainment system is a lot less authoritative than it claims to be. Instead of picking a scientific sample, investigators found that postal officials methodically reused many of the same work periods, post offices and routes each year. the Post Office Department's cost ascertainment system. Mail users, particularly publishers, have claimed it overstates the second and third class deficit; but the department has repeatedly produced testimony that cost allocations were as accurate as anyone could expect. Now there is a study by the House appropriations committee which confirms the suspicions the second as a particular class of mail for a particular function, or overstate costs for another.

they are not prepared to say the deficits assigned to various classes of mail are inaccurate or misleading. But in the absence of a prob-ability sample as a basis for collecting information, they said, "There is no assurance the results do not contain serious biases."

Wanted: "Du-Dynamic Talk namic statements to End Slump from business to End Slump leaders detailing their plans for the future." That's

what Assistant Secretary of Commerce Frederick H. Mueller is calling for as the single most important step that could be taken now to stem the business recession and start the economy on the upward stem

Thanks to population growth and the great national "face lifting" that will stem from the nationwide the

But at the moment he is fearful "selfish interests" may convince the public that "the U.S. has become a second class power and is headed for a depression."

Expense Rule for 'Big Fish'

Revenue Com-missioner Russell Harrington has assured members of Congress that his staff will do

its best to come up with a regula-tion on expense accounts which can be enforced without an unreasonable burden on the average taxpayer

The Revenue Service already has backed away from a rule which required taxpayers to provide a complete breakdown showing their handling of all expense funds. Now it is trying to modify the rule so that detailed reporting will apply

penses. Rep. J. Vaughan Gary (D., Va.)

scale in the next five to ten years. indicated Congress wouldn't have much patience with a regulation which is so minute that "traveling salesmen would have to keep an itemized account of every cup of coffee they buy."

His warning prompted Commissioner Harrington to exclaim that the regulation he has in mind will be like the conservation nets used by fishermen. "With meshes so that the little fish can get out and the big fish stay in."

Sen. Homer Cape-GI Housing to hart (R., Ind.)
Be Revived? has established himself as leader

of a movement to pump some fresh life into the GI housing program. He was on the Senate floor the other day arguing that a successful Gl housing program could result in as many as 669,000 homes this year. Aside from the benefit to the building industry and building labor which would result, this would mean a market for 669,000 refrig-erators, stoves, furnaces, washing machines "and lots of everything that goes into a house," the sena-

tor said.

As it stands now, he says, less than 100,000 GI homes will be built, ared with more than 500,000 in 1956.

To get the GI housing program off the ground again, he would increase the interest rate from the present 4½% top to the same rate allowed on FHA loans (currently

5¼%).
In his tribute to the GI housing program he told the Senate more than 5,000,000 GI loans have been made since the end of World War made since the end of World War II, representing a total investment of nearly \$42 billion. So far, there have been only 36,000 defaults with actual dollar losses of less than \$20,000,000, he said. He esti-mates at least 10,000,000 veterans would still be eligible for housing loans if his bill were passed.

So-called "ethical" drug compa Drug Probe Is Less Tranquil nies, which advertise only

the medical profession, had some rough moments this week as a House subcommittee finished its probe of advertising for new tran-quilizer drugs.

Investigators became interested in the problem because medical journals complained last summer that doctors are buried under a barrage of misleading mail from drug companies. But the hearing took a strange turn on the opening day, when medical witnesses dis-played unexpected sympathy for the drug houses and did their best to convince investigators that the drug people are well on the way toward setting their own house in

Now, however, investigators have seen samples of brochures which are every bit as jazzy as the materials used by firms which make no pretense of being too "professional" to advertise directly to the public. The brochures are not only fancy, the committee was told, but they are often misleading emitting feets. are often misleading, omitting facts the doctor ought to have and de-liberately timed to reach him in advance of the medical journal which carries the complete, una-dulterated clinical report on the

Midwest Newspaper Ad Execs Elect Hussman President

Walter E. Hussman, publisher of the News, Camden, Ark., has been elected president of the Mid-west Newspaper Advertising Executives Assn. Other officers electecutives Assn. Other officers elected are Tams Bixby Jr., president of the Phoenix, Times Democrat and Phoenix & Times-Democrat, Muskogee, Okla., vp; Charles C. Garvey, advertising manager of the Baton Rouge State Times and Advocate, secretary-treasurer, and Willis Brown, assistant ad director Willis Brown, assistant ad director of the Minneapolis Star and Trib-une, sergeant at arms.



WRC-TV has a spot for you beside the biggest stars in all television. During the prime "AA" nighttime hours, when audiences are greatest and interest at a peak, your spot shares the limelight with big network name-stars-at spot's low, low cost.

And on WRC-TV, you're assured of big audiences every night of the week, all week long. In this prime evening time, WRC-TV has an NSI average rating of 22.8, the highest in the entire Washington area!*

A select few of these spots among the stars on Washington's Number One Station* are now available. WRC-TV or your NBC Spot Sales representative will gladly help you plan a schedule immediately.

*NSI Report-Washington, D. C. Area-November 1957

NEC SPOT SALES WASHINGTON, D. C. SOLD BY

Sell the POST | INFLUENTIALS -they tell the others!



Pix. Focus on the Post-Influentials. They love the movies. (Studies show stories of movie celebs appeal to Post readers. More movies are made from Post stories than from stories in any other magazine.) And just get a Post-Influential interested in a particular movie...



Post readers go! What's more, they seldom go alone!
Post-Influentials themselves buy over 27,000,000
movie tickets a month, can influence the
sales of more than 42 million! How come?
It's the Post's big added attraction.



Clix.

Word of mouth sells movie tickets. Post-Influentials are the best word-of-mouth promoters in the world. Politz proved that Post readers recommend and talk about things they read in the Post, like movies or anything else!

Tix. Spectacular . . . the way Post influence mushrooms! Moving sideways—neighbor to neighbor, office worker to office worker, school friend to school friend. The Post reaches Influentials on every age and spending level. Suddenly everybody's lining up at the box office. And the Post advertiser—he's "done it again!" by starring the Post in his advertising picture.



Resign! House **Probers Urge** FCC's Mack

Probe May Yield New Law on Tampering with Regulatory Agencies

WASHINGTON, Feb. 28-FCC Commissioner Richard A. Mack's effort to defend his vote in the Miami Channel 10 tv case was cut short today by a crescendo of de-mands from House investigators that he either resign from the commission or be fired.

His second day of testimony be-fore the special committee investi-gating FCC terminated at midmorning when Rep. Oren Harris (D., Ark.), the committee chairman, suddenly issued an 800-word statement declaring that the best thing Commissioner Mack could do to restore public confidence in the commission is to resign.

After Rep. Harris and other com-

mittee members urged him to quit. the commissioner asked to be ex-cused from further testimony. He hurried out of the room on notice that he will be recalled next Wednesday, regardless of whether he is still a member of FCC at that time

Earlier there had been increasing talk of the need for legislation to penalize people who tamper with members of federal regulatory

• The most widely publicized of these proposals, drafted by Rep. Charles Wolverton (R., N. J.), provides penalties for government officials who engage in unethical activity, and for private citizens, including members of Congress, who may seek to influence their of Congre consideration of a pending case

Among the others who registered his enthusiasm for legislation spelling out a "code of ethics" was Sen. Estes Kefauver (D., Tenn.), who admitted he approached several members of the commission in an effort to save Channel 10 in Miami for A. Frank Katzentine, a Kefauver supporter who won the examiner's initial decision, only to lose out finally to National Airlines. #

AFA Discusses New Ad Lobbying Tax Ruling with IRB

New York, Feb. 27—Represent-atives of the Advertising Federa-tion of America had a three-hour hearing with the Internal Revenue Bureau this week, dealing with the proposed amendments to the tax code concerning non-deductible lobbying ads (AA, Feb. 24). Robert M. Feemster, chairman

standing to try to improve and clarify some awkward wording within the code as it already exists the case charges RCA is involved and as it is now proposed by the in cartel arrangements which pre-Internal Revenue Service to be amended."

All those present at the meeting were agreed with the intentions of proposed amendment, it was . But there was desire on the

Esso Standard Oil; R. E. Deems, Hearst Magazines; William G. Wer-ner, Procter & Gamble Co., and at-torneys for AFA and Four A's. #



DREAM KITCHENS—This color spread in Life March 31 marks the return by Hotpoint Co. to its original philosophy of selling the all-electric kitchen, the company reports.

Hotpoint Returns to Whole-Kitchen Selling in New Push

Hotpoint @

CHICAGO, Feb. 27—"Motivational esearch has shown that women are first attracted to the kitchen and second to the appliances," says A. M. Utt, manager, national advertising, Hotpoint Co. "Hotpoint national advertising in 1958 will follow that pattern" that pattern.

that pattern."

Selling the all-electric kitchen is a return to the company's original philosophy, Hotpoint says. The first ad in its 1958 series is a color spread in Life March 31, in which the same all electric kitchens are shown. two all-electric kitchens are shown. One is a free-standing kitchen in cy. #

pink, the other shows built-in appliances in "brushed satin chrome and "sunburst yellow."

 Hotpoint estimates that there are about 30,000,000 kitchens that are inadequately planned. Research inadequately says, according to Hotpoint, that about eight out of ten women are dissatisfied with their present kitchens.

Besides Life, Hotpoint's media schedule includes Better Homes & Gardens, Farm Journal and Good Housekeeping. Hotpoint also has released a booklet, "Kitchen Imag-ination," through American Home, BH&G, Living and Sunset. The 28-page booklet displays 11 kitchens. Maxon Inc., Chicago, is the agen-

RCA Indictment Marks Justice Department's Desire to Press 'Tough' Anti-Trust Policy

WASHINGTON, Feb. 26-The Jus- studying RCA. tice Department's new anti-trust indictment against RCA is being examined here this week as a symbol of the determination of Attor-

Over the years, the Department of Justice has repeatedly investi-gated the operation of the RCA patent pool in the electronics field. Although there was a civil complaint against RCA in 1954, there have been several instances where the department was reported to have backed away from bringing a farreaching criminal indictment.

 The case announced in New York last weekend represents a frontal attack on RCA, charging that it has conspired with other domestic and foreign companies to monopolize patents in the radio-tv field, divide world markets and stifle independ-ent research. A major contention in the case is that RCA controls so many patents that it collects nearly three-fourths of the royalties paid in the electronics field. Moreover, the government complains that Robert M. Feemster, chairman of the AFA board, said after the meeting: "I believe we worked in an atmosphere of mutual under-

Going beyond the domestic field, vent foreign manufacturers from selling in the U.S.

 The case attracted particular atthe proposed amendment, it was said. But there was desire on the part of the AFA representatives to make the wording more precise. part of the AFA representatives to make the wording more precise. At the meeting besides Mr. Feemster, who is chairman of the executive committee of the Wall Street Journal, were C. James Proud, president and general manager of the AFA; Robert M. Gray, RCA. One of the last acts of outgoing at the pressure when he summoned a grand jury in 1952 to investigate RCA. One of the last acts of outgoing Attorney General James P. going Attorney General James P. McGranary just before the Repub-licans took over had been to dismiss the grand jury which had been

Justice Department sources report the recommendation to proceed with a criminal case against RCA was regarded within the deney General William P. Rogers to partment as a test of the willing-press ahead with a "tough" anti-ness of William P. Rogers, the new trust policy. portant cases. His approval of the case, together with his special statement that it is the most important case in the five years of the Eisenhower administration, is termed a reliable indication that the anti-trust division can expect his full support if it recommends criminal action against other major corporations. #

January Newspaper Linage Is Off 6%, Media Records Says

New York, Feb. 25-Media Records' check of newspaper linage 13,386,3386 lines, representing a loss of 6.4% in January, 1958, compared with the same month last year.

All categories were lower las month than in January, 1957. The month than in January, 1957. The general grouping suffered the heaviest percentage loss, 11.1%, going from 26,355,080 lines to 23,-431,000. Classified was down from 55,141,079 in 1957 to 49,376,153 in January, '58, a 10.5% drop. Automotive declined 6.5%.

Total advertising last month was

Total advertising last month was

197,122,809 lines. In January, 1957, the linage figure was 210,509,195. Other losses in January, 1958, compared to January, 1957, were retail, including department stores. 3.2%: department stores, 4.1%: financial, 4.8%; total display, 4.9%

Allen Names Gray & Rogers
S. L. Allen Co., Philadelphia,
maker of Flexible Flyer sleds and skis and Planet Jr. farm implements, has named Gray & Rogers, Philadelphia, to handle its adver-tising. Arndt, Preston, Chapin,

FC&B Moves Most of Edsel Group from Detroit to Chicago

CHICAGO, Feb. 27-Foote, Cone & Belding has shifted the majority of its Edsel account group from Detroit to Chicago.

Of the 80 persons assigned to the Edsel business, about 60 previously were in Detroit and 20 here. Now the ratio has been completely versed. The agency stressed

the same number of persons will continue to service the account. Among the key personnel who will remain in Detroit are Charles S. Winston Jr., office manager and account supervisor; Albert F. Remington, account executive; Leonard Hyde, media relations, and Dave Jenkins, in charge of collateral materials. Collateral advertising and sales promotion plans and materials will still be made in Detroit.

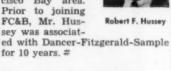
The agency said that formation of the M-E-L division "makes it possible for us to increase the efficiency of our organization by somewhat streamlining the Detroit office and by shifting functions to Chicago.

Edsel dealer advertising will now be handled here. Some of FC&B's print production activity and much of the media operation has been moved here. The agency's Detroit operation will be of typical size for

its billings, FC&B said.

Meanwhile, the agency announced that Robert F. Hussey, vp

in charge of me-dia in Detroit, dia in Detroit, will retire from will retire from
the agency tomorrow. Mr.
Hussey, 62, who
has been with
FC&B for 10
years, will move
to the San Francisco Bay area. Prior to joining



Beverage Institute Group Names F&S&R NEW YORK, Feb. 27—Carbonated Beverage Institute, 12-year-old

technical research and cooperative buying organization composed of 13 leading independent bottlers of carbonated beverages, has named Fuller & Smith & Ross to handle its advertising and sales promotion. This is a new departure for the institute, which has never used an agency before.

However, its members, collectively, spend about \$1,000,000 a year on regional advertising, chiefly in newspapers, outdoor and point of purchase. This is expected to be increased, but how much could not be learned.

not be learned.

Morton M. Klein, executive sec-retary of the institute, said that members spend 5¢ out of every \$1.40 of sales on advertising. #

Knomark Sets 2-Month Drive for Lano-Wax, Scuff-Kote

Knomark Mfg. Co., Brooklyn, will use Sunday supplements, consumer magazines and tv in a special 60-day campaign to promote Esquire Lano-Wax and Esquire Scuff-Kote, liquid shoe polishes. The campaign will begin March 9, with ade appearing in The Amperwith ads appearing in The American Weekly, Parade and This Week Magazine. Magazines to be used are Good Housekeeping, Modern Romances, Parents' Magazine and True Story. Tv commercials will begin March 22 on the "Perry Cornel Story."

Emil Mogul Co., the Knomark agency, said the drive will suppletising. Arndt, Preston. Chapin, Lamb & Keen formerly handled the account.

ment advertising for Esquire boot polish, Lanol-White "and other products."



Bolte Unties Knot at B&B, Moves to SSC&B Presidency

New York, Feb. 26—Brown Bolte, who had trouble negotiating Bolte, who had trouble negotiating the two-block walk from Benton & Bowles to Sullivan, Stauffer, Colwell & Bayles, completed his heel-and-toe stint today, winding up in the SSC&B president's chair.

Mr. Bolte, long-rumored to be on his mark and set for the interagency sprint, had found his path littered with hurdles—mainly a contractual obligation to Benton

contractual obligation to Benton & Bowles, where he had spent 17 years (AA, Feb. 24). But earlier this week Mr. Bolte eliminated that road-block in a conversation

with Robert Lusk, B&B president. At SSC&B, Mr. Bolte succeeds Raymond F. Sullivan, who now moves up to be board chairman and chief executive officer. #

Agency Media Men. Ad Managers Have Disparate Views

(Continued from Page 1) men (13.8%) said it provides a standard for ready comparison; media men (13.2%) said it pro-vides incentive and stimulates the

Arguments against the commission setup—17.7% of the ad managers said it is not flexible or does not adequately reward the agency; 42.2% of the agency men agreed with these stands; 13.8% of the media men pointed out the agency is not the real agent of media; 12.1% said the system encourages commission-oriented media recommen-

 Asked what the industry would lose if the commission system were replaced, 20.7% of the ad managers replaced, 20.7% of the 3d managers said little or nothing would happen; 10.4% said costs would go higher. Agency men (17.6%) said there would be lower profits, more cutthroat pricing, more competition; 10.9% said they'd lose clients. Among media respondents, 39.8% said little or nothing would happen; 10% said costs would increase

The study also found that "50% of the agencies billing in excess of \$10,000,000 feel that there will be some change away from this meth-od of compensation." #

Curtis' Revenues in '57 Up 8% Over '56

Philadelphia, Feb. 25—Curtis Publishing Co. has reported higher gross operating revenues and slightly higher net income for 1957 over the previous year.

Gross revenues last year rose Gross revenues last year rose to \$202,654,442 from \$186,575,869 in 1956. Net income was \$6,239,-292 in 1957, compared with \$6,234,398 for the previous year. Earnings per share of common stock rose to \$1.29 from \$1.09, largely as the result of the retirement of the company's \$7 preferred stock and exchange of new ferred stock and exchange of new securities for part of the \$4 prior preferred stock under the 1956 recapitalization plan. #

OUTDOOR SALES-PICTURES SELL FOR HEET!



Poster designed by Arthur Meyerhoff & Company, In



Mr. Mark Aisner
Sales Manager & Marketing Director
Heet Division of DeMert &
Dougherty, Inc., says:

"We're now going into our tenth consecutive year of Outdoor Advertising for Heet because we know Outdoor Advertising helps keep Heet sales climbing!"

8 out of 10 people remember Outdoor Advertising!

OUTDOOR ADVERTISING INCORPORATED

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM



60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

*Urban Poster Readers - Starch Continuing Study of Outdoor Advertising

MORE LISTENERS than any other radio station in Texas

Only Out-of-Context Use of Its Cigaret Data Would Back Filter Claims, CU Protests

NEW YORK, Feb. 25-Charging smoke. that its test results were being used out of context, and that unwarrant-ed conclusions were being drawn by cigaret advertisers from its findings, "Consumer Reports" today is-sued a fact sheet on cigaret smok-

Consumers Union, which publishes "Consumer Reports" month-ly, authorized release of the fact

sheet as an aftermath of the report issued a week ago by the House government operations committee

used data taken from "Consumer Reports" to answer the committee's perspective, we are clarifying CU's charges. (The presidents of both R. J. Reynolds Tobacco Co. and P. Lorillard Co. referred to CU in Lorillard Co. referred to CU in replying to the committee [AA, Feb. 24].)

The standard of tests of popular cigaret brands made over the past six months."

Consumers Union stresses seven points in its fact sheet:

 "While it is gratifying to us to have both government and indus-try representatives concede the ob-The magazine said that it plans to continue its test of popular brands of cigarets to measure changes, from time to time, in the tar and nicotine content of cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising. In their rebuttal, cigaret makers of using deceptive advertising and one of the option of th

position by releasing our own con-clusions. They stem from a series

· "Over the past few years, and as recently as one year ago, the vast majority of filter-tip cigarets of-fered no reduction in tar or nicotine [below] that of regular-size nonfilter cigarets. It is only within the past six months or so that a trend to lower-tar and lower-nicotine

cigarets has become marked.
"The recent House government operations committee report, formulated on the basis of testimony taken last July, shows that at least for several years prior to that the Federal Trade Commission had plenty of basis for action against filter-tip advertising."

filter-tip advertising."

• "Consumers Union studies of cigarets over the past five years prove that cigarets change from time to time, and low tar or nicotine figures at any one time offer no assurance that these will not increase without notice. Our experience has been that the add do not mention guch increase." not mention such increases."

· "Regardless of the correctness of the current claims of some filter-tip cigarets that they have a particularly low tar or nicotine content in their smoke, a number of popular brands of filter-tip cigarets are currently no lower in either respect than the average regular-size non-filter cigaret."

"There is no clinical or experimental evidence at present that even the lowest-tar filtered ciga-ret offers a heavy smoker any real assurance of safety against lung cancer. A cancer-inciting chemical, capable of causing lung cancer, has not yet been unequivocally shown to be present in cigaret tars. How-ever, statistical and biological evi-dence indicates that heavy cigaret smoking (more than 25 cigarets a day) is one of the major or signifi-cant causes of the rising incidence of lung cancer, and that the tars in cigaret smoke are the most like-ly carrier of the cancer-inciting chemical."

"The lower the nicotine content of a cigaret smoke, the safer the cigaret. Although nicotine in tobacco does not cause heart or vascular disease or peptic ulcer, there is no doubt that it can aggravate these disorders and that aggravation is proportionate to the quantity of nicotine absorbed."

 "It is the considered opinion of CU's medical advisers that it can be just as harmful to smoke a large number of low-tar, low-nicotine cigarets as to smoke a moderate number of high-tar, high-nicotine cigarets."

• "Some filter-tip cigaret ads make the safety or security claims more or less explicit, and these are certainly misleading. It is also our opinion that the simple mention in an advertisement of a filter tip on a cigaret can give the average smoker the impression that he will be protected thereby from health risks, and in this sense all advertising of filter-tip cigarets may be misleading."

 In conclusion, Consumers Union notes that it has been making its test data available to the FTC dur-

ing the past six months.

"It is our hope," it says in summary, "that the commission will find some method of dealing with this problem despite the rate of frequent changes in both the cigarets and their ads, and despite the relatively cumbersome procedures and inadequate budget available

Mulcahev to 'Motor Boating'

James H. Mulcahey, formerly with Harper's Bazaar, has joined the New York advertising sales staff of Motor Boating.



Highway Tractors . . Luxurious Scenicruisers GMC Makes Them in PONTIAC!

GMC Truck & Coach, one of three General Motors divisions in Pontiac, is the world's largest exclusive manufacturer of trucks and coaches! This huge plant is an important factor in stabilizing employment in this market and along with Pontiac Motor and Fisher Body is a heavy contributor to the city's \$153,000,000 annual industrial payrolls and remarkable population increase.

The Pontiac Press is fully abreast of this growth with net paid circulation in excess of 58,000 daily, one of the top circulations in Michigan . . . 97.4% home

Over 74% of Pontiac Press homes take no other daily newspaper.

THE PONTIAC PRESS PONTIAC, MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit, Doyle and Hawley, San Francisco and Los Angeles



How to focus your advertising on people who want what you have to sell!

THESE FAMOUS

BH&G IDEA ANNUALS

concentrate the idea-power of BH&G on 6 particular areas of home interest

Take the well-known idea power of Better Homes & Gardens magazine, concentrate it on a single subject, and you have a BH&G Ideas Annual. Here is selective advertising at its best-a chance to tell your product story to people who are immediately interested in what to do and what to buy to turn their plans into action. Talk to your BH&G representative. He'll give you the complete (and profitable) details!

HOME IMPROVEMENT **IDEAS ANNUAL**

CLOSES: June 13, 1958 • On Sale: Aug. 19, 1958

Newest of the BH&G Idea Annuals, Home Improvement Ideas is an economical way to reach people who are definitely planning to make major or minor home improvements.



On Sale: September 16, 1958 Rate Base: 450,000









MEREDITH OF DES MOINES... America's biggest publisher of

ideas for today's living and tomorrow's plans

The Treasury and Advertising

Notice that the Internal Revenue Service has disallowed the 1956 advertising campaign of the group known as America's Independent Electric Light & Power Companies should be of grave concern to the entire advertising field.

This is the group of electric utilities for which N. W. Ayer & Son has carried on an advertising campaign since 1941. The group is completely informal, has no officers or headquarters, and is engaged entirely in underwriting the advertising, which runs nationally and locally.

The Internal Revenue Service has alerted its field offices that the contributions of utilities to this advertising, for the year 1956 at any rate, are not deductible as a normal and reasonable business expense. "It is our ruling," the revenue people told ADVERTISING AGE, "that the real purpose of the campaign was to promote or defeat legislation. The taxpayer has every right to question this. And he can take us to court if he wants to, and then the courts will decide whether our ruling was reasonable under the circumstances."

Despite the cries from some advertising representatives that the Internal Revenue Service has drastically changed its interpretation of the rules and is about to disallow all institutional advertising, the Internal Revenue Service says it has made no change in its rules or regulations, and contemplates no change in its enforcement of existing regulations. And we believe this.

We believe also, however, that the present utilities case demonstrates one of the inherent weaknesses of legal interpretation by government agencies and bureaus-it is difficult if not impossible in many instances to determine what is right and proper, and what oversteps the definite prohibition against lobbying. The result, as seems to be the case in this instance, is that the interpretation gets tougher when someone like Sen. Kefauver and the potent rural electric co-ops get exercised about what is being said in advertising.

The utility companies will undoubtedly take their case to court, and we hope they will win a clear-cut victory. If they do not, a very considerable amount of non-product advertising of all types is likely to be placed under a cloud. And the sad thing is that some of it will not run because of fear of disallowance, even though there may be no

Talking Business to Death

The more we read and hear about the business recession, and how serious it is or how soon an upturn will come-and are the Republicans a bunch of no-good irresponsibles or the Democrats a crew of dishonest opportunists—the more we get the impression that we are smack in the middle of the most highly publicized economic problem of the past 20 years.

And the more we get the impression that if both sides would just leave things be, maybe we'd come out of this modest downturn pretty quickly. Strangely enough, both the cries of doom and the soothing syrup of imminent upturn contribute to uneasiness and disbelief.

It is our impression that the past week or two in particular has contributed to greater uneasiness on the part of the general public, and has done more to enhance doubts about the economic outlook, than was previously true. And we think quite definitely that this is due not so much to the news itself (which is certainly not very good, but

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. B. CRAIN JE., president and publisher. S. B. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents, C. B. GROOMES, treasurer.

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EDITORIAL

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25 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada an Pan America. Eisewhere \$4 a year extra. Four weeks' notice required for change of address. Myren A. Hartenfeld, circulation director.

Gladys the beautiful receptionist



-George G. Whipple Jr., Batten, Barton, Durstine & Osborn, New York "He wants to use the Influential on a subliminal tv commercial."

neither is it exactly horrendous) as to the flood of discussion, statement and counter-statement which has been thrust upon us.

We can no longer ignore the general situation or accept it; we must become actively embroiled in discussion and argument about it-and the more we discuss and the more we argue, the more we tend to convince ourselves that this is important and therefore bad.

We wish there were some way in which public figures could be "realistic" without getting into such a sweat. Too often, in our society, "realism" means viewing with the greatest of alarm, even though such a course may not really be very realistic.

What They're Saying . . .

Speak Up, Broadcasters!

The failure of most radio stations to exercise their right to editorialize is a contributing factor to the attempts being made in an increasing number of cities across the nation to impose a municipal tax upon advertising.

Rather than inheriting the earth. the meek are quite frequently on the receiving end of an undeserved buffeting, and that appears to be the position in which radio finds itself in those municipalities where the desperation tax has reared its head.

Radio's lack of editorializing has convinced many politicians that the medium is not a factor to be contended with and when-as is the case in Baltimore-the incumbent political party is already on the outs with the major newspaper, it sees nothing to be lost by attempting to ram through an advertising measure.

-John F. Hardesty, vp. Radio Advertising Bureau, speaking before the Montgomery, Ala., Advertising Club

Sell the Positive Merits

Perhaps the most unexamined assumption in "The Hidden Persuaders" is the apparent conviction that advertising itself is a kind of evil to be tolerated, at best. Obviously advertising isn't adver-tising if it doesn't attempt to persuade people to buy this product rather than that, or to induce a

onsumer to buy more of some thing he already uses, or to talk a prospective buyer into trying something new. The advertising fraternity itself deserves criticism for its coyness in helping to perpetuate the myth that it doesn't really try to influence the buyer's judgment. If, instead of insisting that the consumer mustn't be told that he's being influenced, advertising people exerted some of their considerable talents to sell the positive merits of advertising, particularly its uniquely necessary role in our kind of economy, there wouldn't be so many readers ready to be shocked by "The Hidden

Persuaders."

—"Are They Picking Your Mind to Get at Your Pocket?", by Robert E. Burns, in the January issue of "The Voice of St. Jude."

Hard Facts Needed by Space Buyers

In the old days, the qualifications of a space salesman were not much more than to be charming, persuasive and able to hold his liquor. Nowadays, many papers have realized that this is not sufficient. But I don't think they have gone far enough...Space buyers are not much influenced by charm and persuasiveness They want hard cold facts. And the men you use to sell them have

got to produce those facts.

—Brian F. MacCabe, managing director of Foots, Cone & Belding Ltd., London, talking to the Young Newspapermen's Assn.

Rough Proofs

The travel and transportation people ought to be willing to subsidize Lowell Thomas and Cinerama as they promote "The Seven Wonders of the World."

AA says J. Walter Thompson is likely to pass the \$300,000,000 mark in gross billings in 1958.

Those boys don't seem to have heard about something called a re-

Carnation milk, according to the world's greatest advertising jour-nal, has been a client of Erwin Wasey, Ruthrauff & Ryan for 40

Believe it or not, there is such a thing as a contented client.

So many westerns are reported in the latest Nielsen to occupy the top rungs on the ratings ladder that some smart advertiser must be thinking about trying to lure Hopalong Cassidy back to the tv screens.

The most effective direct mail addressed to doctors, reports the University of Illinois, is accompanied by samples of the product.

Looks as if the M.D.s aren't much different from ordinary folk.

Fawcett Women's Group says 73.3% of its feminine readers "are under 35 years of age, and therefore have a natural desire to look attractive."

Interestingly enough, a lot of the gals over 35 share that natural desire.

"Baltimore has changed!" exclaims the News-Post.

That's right-Paul Richards is ven predicting a first division finish in 1958 for his Orioles.

Southern Railway, which believes the way to get more freight business is to ask for it, keys its appeal to shippers with the words, "This is the end of the line for you. cry-baby!"

"We make no claim to being in-fallible," concedes a publisher's representative.

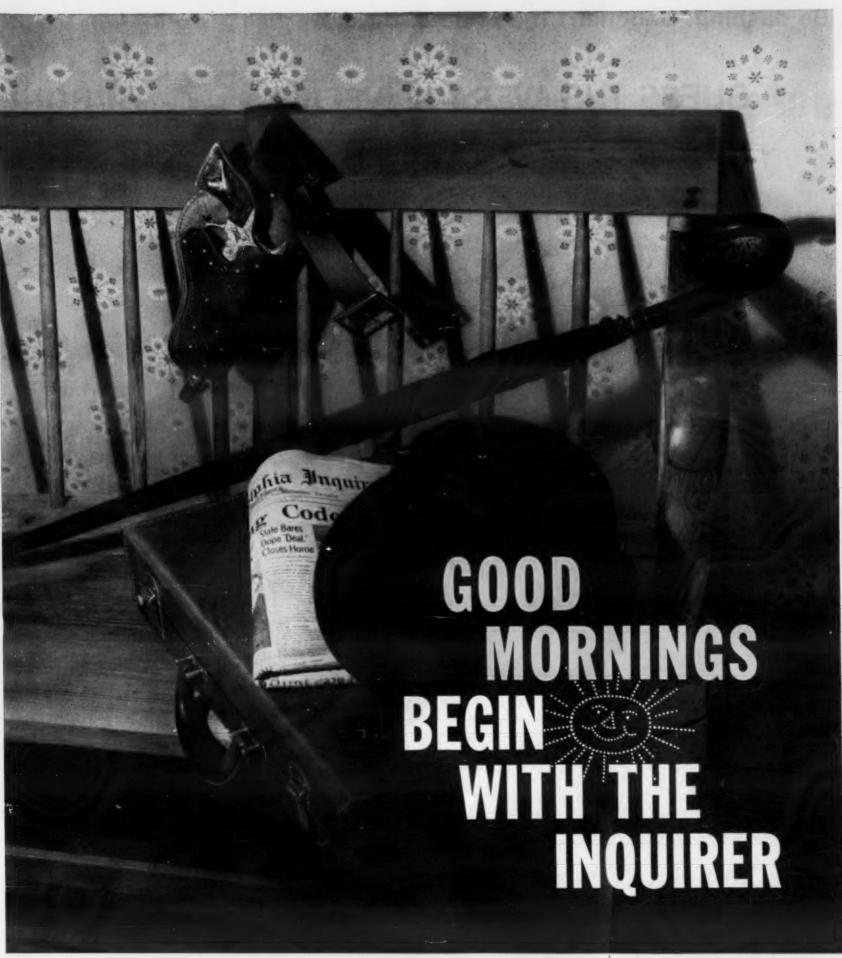
If he were, he'd be seeking opportunities in an entirely different

"No previous magazine or advertising experience necessary," says a publisher looking for a salesman.

That way he won't have so many things to unlearn.

The feline population in the big town must be increasing. Bonnie cat food, sold heretofore only in the West, is invading New York via WABC-TV.

News from the baseball training amps breaks just at the time harried citizens struggling out of wintry blizzards were beginning to wonder if spring would ever come again.



PLEASURE TRIP or business trip? There's counsel for both in The Inquirer! Traffic Guides which show the best way to get there; Fishing Guides; and even complete Tours of The Week, outlining historical, interesting journeys through Delaware Valley, U.S.A. These are typical of

the "added features" which make The Inquirer so readable and so thoroughly read. Another reason why advertisers have made The Inquirer their first choice in Delaware Valley for 24 consecutive years! Certainly your advertising belongs in The Inquirer.

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U. S. A.

NEW YORK ROBERT T. DEVLIN, J 342 Madison Ave.

EDWARD J. LYNCH 20 N. Wacker Drive Andover 3-6270 RICHARD I. KRUG Penobscot Bldg. Woodward 5-7260 SAN FRANCISCO FITZPATRICK ASSOCIATES 155 Montgomery St. Garfield 1-7946 FITZPATRICK ASSOCIATE

\$460 Wilshire Boulevard

Dunkirk 5-3557



Delaware Valley, U.S.A. — 14 county Retail Trading Area... home of 5,200,000 people... Philadelphia is the hub.

Be dashing! Debonair! The pride of the Advertising World! Win the most

GUESS THE AVERAGE WEEKLY POST



BONUS



FIRST PRIZE!

Raccoon coat with matching Stutz!

50 SECOND PRIZES!

(One for each 10,000 of the Post's estimated half-million bonus circulation.) A sports-car coat without matching Stutz!

560 THIRD PRIZES!

(One for each 10,000 of the Post's new circulation rate base of 5,600,-000.) A rakish straw boater!

Arise, advertising influentials! (We mean you if you work in an agency, or in the advertising or sales department of any national advertiser!) Turn to the things you can really count on - the abacus, Univac, your fingers and toes - and calculate (guess!) the average weekly bonus that The Saturday Evening Post will deliver during the first quarter of 1958. How else can you win the classic, offbeat prizes catalogued at left and the fame and fortune that go with them?

Now, some facts about the Post Bonus: Voluble - yea, raucous! - demand for the Post has rocketed circulation past the 5,600,000 mark! This will be the new circulation rate base, effective in July. Until then, however, we expect to deliver an average weekly bonus of approximately half a million copies over the present circulation rate base of 5,200,000.

All set? Guess the average weekly Post Bonus! Take our estimate of 500,000 bonus copies. Dust off your crystal ball. Sharpen your wits - and your pencil. Start figuring. Run your answer through the hopper. Up the flagpole. And there you are. (Hint: Do remember the figure of approximately 500,000 bonus copies. A thoughtless guess of sixty copies would be sheer folly.) Also, while we've got your attention, tell us the one word you associate with the Post. Send your entries to the address listed at right under RULES OF THE CONTEST! Hurry, read them now!

sophisticated prizes of this or any year!

CIRCULATION DURING THE FIRST QUARTER OF 1958!



RULES OF THE CONTEST

- card (the caps are ours). Guess the average weekly Post bonus for the first quarter of 1958. Then, write down the one word you associate with the Post. Include your name, your firm name, your address.
- 2. Only advertising INFLUENTIALS (defined heretofore) may enter this contest. Send in as many separate entries as you wish.
- 3. Employees of the Post, its advertising agency and their families may enter the contest. They may enter, but they won't win.
- 4. All entries become the property of the Post, its assigns, heirs and such.
- 1. Use the coupon at right. Or a POST 5. In case of a tie, entrants concerned will have to finish the sentence "I need a Stutz because . . . " in 25 words or less (or more). Duplicate prizes? We had a terrible time finding even one Stutz!
 - 6. Entries must be received no later than March 31, this year. Mail yours to: POST BONUS CONTEST, Box 22-E, The R. H. Donnelley Corp., Mt. Vernon 10, N. Y.
 - 7. The winner? The guy or gal who guesses closest to the average weekly circulation bonus for the first quarter of 1958. The bonus figure will be determined by the official Publisher's Interim Statement to ABC for the period January 1 to March 31, 1958.

To: Saturday Evening Post Bonus Contest Box 22-E, The R. H. Donnelley Corp. Mt. Vernon 10, N. Y.

Here are my Influential answers to your Post Circulation Bonus Contest.

Throughout the first quarter of 1958, I believe the Post will deliver an average weekly bonus of

The one word that springs to my mind when I think of The Saturday Evening Post is

Estimated Bonus	Post Word		
Name			
Position	Coat Size	Hat Size	
Company			
Street			
City	State		



'Rebirth of Spirit' ...

Kudner Agenda: 'Work Like Hell,' Says Rohrabaugh

Above and behind the receptionist's desk, in bold relief, are Washington's words, "Let us raise a standard to which the wise and honest can repair."

The president's secretary has a framed reminder that reads, "NO ONE is as smart as ALL of us."

The president's own office.

continue through May 31, when McCann-Erickson takes over—is an agency devoted to inscriptions.

Above and behind the reception—onded by C. M. Rohrabaugh, new Texas Co. and Schick in 1956 and Hook was a slide in General Motors institu-tional billings because there was no Motorama advertising last year: plus a shift of "Wide Wide World" to another agency. The loss of Buick will see an additional \$20,-000,000 gone, beginning June 1.

Agency Strengthens
Merchandising Forces
in Seeking New Business
New York, Feb. 25—The Kudner
Agency—which lost the Buick account in December though billings

NEW York Strengthens

Agency Strengthens
Merchandising Forces
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Merchandising Forces
in Seeking New Business
New York Feb. 25—The Kudner
Agency—which lost the Buick account in December though billings

Merchandising Forces

Wiff the Interpet and most dynamic businesses around."

He conceded that Kudner, which billed \$66,200,000 in 1956, fell to the \$55,000,000 level in 1957 and may wind up 1958 at \$40,000,000

Office Department when the Ei-

administration over, joined Kudner in September, 1955. Mr. Rohrabaugh said Mr. Hook was "almost solely responsible" for bringing in two new accounts in the past 12 months.

Mr. Rohrabaugh, who disclaimed ownership of "any crystal ball" and would not predict how two "pretty hot" prospects may jump, said Kudner will go after "leadership accounts"—the "kind of names that fit in with those we have in the shop." Kudner has General Motors, including the \$16,000,000 Frigidaire account, Goodwar Tire & Rubber, National Mr. Rohrabaugh, who disclaimed Goodyear Tire & Rubber, National Distillers (Old Grand-Dad, Old Overhelt Rellews' Partners Overholt. Bellows' Partners Choice) and Pan American World Airways, among others.

He declined to answer questions about the Buick business.

"I'd rather not talk about what went on in the past," he said. "I'd rather talk about from here on in.

Mr. Rohrabaugh said that in the future Kudner will make itself stronger than heretofore by (1) "continuing strongly creative" and (2) by getting heavily into marketing-merchandising.

"Today," said Mr. Rohrabaugh, "the creative work of any agency must be based on sound knowledge of marketing and research prob-lems or the creative work cannot take the right direction." He said a meeting held recently was de-voted in small part to new-busi-ness activities, but mostly to marketing-merchandising, "which is an area that needs immediate an area that strengthening.

He denied that this preoccupation with merchandising grew out of the loss of Buick. Advertising Age's story of the loss of Buick (Dec. 23, '57) said dealers had been "sharply critical of the agency's merchandising and promotion

• "The loss of Buick is not a black picture," said Mr. Rohrabaugh, "it is an optimistic one. Everyone around here who is being let go because of that loss now knows it, and the rest of us have experienced

and the rest of us have experienced a rebirth of spirit—everybody knows exactly where he stands.

"We have met no opposition from prospective clients because of the Buick loss. On the contrary, the loss of such an account makes you that much more attractive to you that much more attractive to prospects and clients already in the shop. One client told us after the Buick decision that he was glad he would no longer be 'the last black hair on the dog's tail'." #

Appropriates \$500,000 More
A new \$500,000 appropriation increases to \$2,700,000 the amount the Tobacco Industry Research Committee, New York, has made available for scientific research on tobacco and health since 1954, Timothy V. Hartnett, committee chairman, has announced. "This money has been made available to the Scientific Advisory Board to make grants-in-aid to independent scientists studying the problems of cancer and heart disease and the questions that have been raised

questions that have been raised concerning smoking in connection with health," Mr. Hartnett said.

Through the end of 1957, the Scientific Advisory Board has awarded grants to 86 scientists in 52 hospitals, medical schools and research institutions. The and research institutions. The Scientific Advisory Board is comprised of nine doctors, scientists and educators, under the chairmanship of Dr. Clarence Cook Little, cancer research scientist, and founder of the Roscoe B. Jack-son Memorial Laboratory, Bar Harbor, Me.

ABN Buys Nielsen's NRI

The American Broadcasting Network has subscribed to the Nielsen Radio Index, product of A. C. Nielsen Co.

KRON is TV in SF

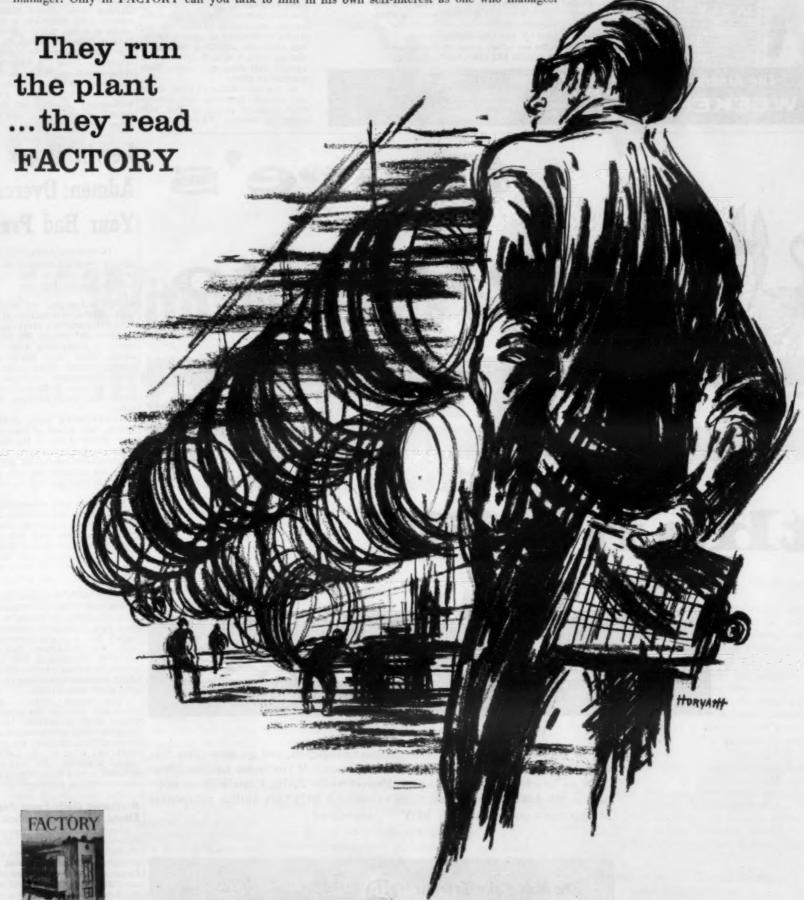


San Franciscans are sold on KRON-TV



SAN FRANCISCO CHRONICLE . NBC AFFILIATE . CHANNEL 4 . PETERS, GRIFFIN, WOODWARD .

YOU ADVERTISE IN FACTORY to get a direct hit on operating managers in manufacturing plants. These men must work with each other, either informally, or by group action in committees, task forces, project groups, etc. In either case, they run the plant. Each is competent in the duties of his technical specialty (materials handling, production control, plant engineering, etc.). Each is also proficient in the broader, more important area of being a manager, capable of working profitably with fellow managers to produce a quality product on time at competitive cost. Through such "multiple management" the operating manager controls the manufacturing process itself, and the equipment and buildings involved. Only FACTORY is edited to serve this man on his own terms, as a manager. Only in FACTORY can you talk to him in his own self-interest as one who manages.



FACTORY MANAGEMENT AND MAINTENANCE, A McGRAW-HILL PUBLICATION (ABC-ABP) 330 WEST 42ND STREET, NEW YORK 36, NEW YORK

Perpetual Purchasing Power MAKES THIS MARKET **Predictable and Profitable**





The \$300,000,000 military consumer market in Europe is a "planned economy"—planned for sales volume and planned for profit. Income is never interrupted; purchasing power is stabilized; and demand for your product can be started and sustained through the impact of The American WEEKEND, the fact and featurepacked family newspaper for Americans abroad. Learn, now, how you can sell this recession-proof export market - without export "red tape" through the PX and Commissary systems.

Write for the new military market information book-"MASS SELLING AND SAMPLING TO MILLIONS"

The American WEEKEND ARMY TIMES PUBLISHING CO. 2000 M. St. N.W. WOOD

S. OFFICES: I FOREIGN OFFICES

Boring from Without (the Country) May Be McCann Method of Garnering New Accounts

(Continued from Page 3)

quired at home. Nestle, American Home Products, Corn Products Re-fining and Anderson, Clayton are

Ordinarily, of course, the traffic goes the other way: McCann han-dles a company domestically, then services it internationally.

 In practice, it is virtually impossible to avoid account "conflict" in the international field. U. S. com-panies marketing abroad do not find a wide range of agency facili-ties available, and they frequently end up with a branch office of an agency that does not handle the account at home.

In the international field, these that does not handle their

are, strictly speaking, not considered account conflicts. The Mc-Cann, J. Walter Thompson or

Grant office abroad is regarded as Coke and Buick are not the first examples of McCann accounts serviced abroad first and then acquired at home. Nestle, American Home Products, Corn Products Refining and Anderson, Clayton are

international agencies.

McCann offices abroad now handle a number of major U.S. companies whose advertising the agency does not handle in the U.S.

• In many Latin American countries, for example, McCann has Gillette and Paper-Mate. The agency does not have a soap account at home, but it handles Colgate in numerous markets. It also has considerable business in Latin America from Warner-Hudnut, American Home Products and Vick Chemical. Wrigley, Quaker Oats and Olin Mathieson are other international clients of McCann whose advertising is handled by other agencies in the U.S. #

there's MOR

ALARIE

than



Salt Lake

When you buy the Salt Lake Metropolitan newspapers, you get more than Salt Lake City - you open the door to a million more! If you order just the "First 20 or so" markets . . . and skip from Denver to the Pacific Coast without stopping at Salt Lake . . . you'll pass by an exceptional BUY! 11/3 million prosperous prospects is a good MARKET-BUY . . . anywhere!



Lewin Urges Admen: Overcome Your Bad Press

(Continued from Page 3) agency recently made a survey of advertising men to find out what kind of people they are.

· "By and large," he said, "this study produced a picture of a man with extraordinary diversity of ex-perience and talents. We found ex-perts in everything from art to atoms, men who have written books, sailed ships across the ocean, managed factories—yes, men like Neil McElroy, who now heads our vital Defense Depart-ment."

Advertising men, added Mr. Lewin, "are proud of their profes-sion. Proof of this is the fact that every single executive in our poll indicated he would be happy to have his children go into advertising, if that proved to be their

bent."
Mr. Lewin said advertising men Mr. Lewin said advertising men "should invite the public in to look at us." He noted that two years ago Budd Schulberg and Elia Kazan spent a good deal of time in several New York agencies prior to mak-ing the movie, "A Face in the Crowd."

 "They were disappointed," Mr. Lewin said. "They told Sigurd Lar-mon, president of Young & Rubicam, that in all their lunches they hadn't met a single three-martini man. The conferences they sat in on were interesting, but nobody pulled any crazy stunts or talked about running something up a flag

pole to see who salutes.
"The movie makers' biggest complaint was that the advertising people were too serious, too busi-nesslike. I say let's welcome others in our offices, let them see how we work and what we do. Let's per-suade someone like Edward R. Murrow to do a tv documentary on the advertising industry." #

Northwest Daily Press Assn. Elects Johnston President

Marshall Johnston, advertising director of the Public Opinion, Watertown, S. D., has been elected president of the Northwest Daily Press Assn. Other officers elected are Clifford G. Ferris, publisher of the News, Rhinelander, Wis., chairman of the board; Mrs. Geraldine Rasmussen, business manager of the Herald, Austin, Minn., vp, and William F. White, business man-ager of the News, Winona, Minn.,



With overseas sales now more vital than ever...

INTERNATIONAL READER'S DIGEST offers business a proven advertising medium read by 30 million people outside the United States

In the year just ended, business around the world placed more pages of advertising in the Digest—the world-wide advertising medium—than in any other magazine. More than 3,000 advertisers bought 18,372 pages in 28 International Editions of the Digest . . . a vital medium for you during 1958 when your export advertising dollar simply MUST produce more sales | Consider the Digest's 1957 international record:

A NEW HIGH IN CIRCULATION

During 1957 more people outside the United States bought the Digest than ever before. Net paid circulation for the International Editions of the Digest reached an all-time high of 8,809,223 copies average per month . . . a gain of 7% over 1956. (The Digest's total circulation for all editions, U. S. and International, passed the 20 million mark in 1957.)

The estimated total number of readers for the international editions alone exceeded 30,000,000. In many countries, as in the United States, the Digest had the highest circulation and the greatest readership of any magazine.

A GREATER MARKETING FORCE

Readers find the Digest so stimulating, so compact and easy to read that it is the world's favorite magazine. In country after country, its editorial standards and production quality are unequaled by other publications. People every-

where read it with confidence and interest. That's why local businessmen who know their markets best rely on the Digest.

Total investment by advertisers in the International Editions alone reached \$18,942,000 during 1957—an increase of 13% over the previous year. In all editions, U. S. and International, business invested \$36,952,800 in the Reader's Digest last year.

A NEW LOW IN ADVERTISING COST

The Digest with its prestige and power offers advertisers the lowest cost per thousand circulation of any leading international magazine. In many markets it reaches readers at a lower relative cost than leading local periodicals . . . including newspapers. And advertisers can choose the very markets where they are selling . . . thus avoiding costly waste circulation.

A WIDER PUBLIC ACCEPTANCE

Seasoned advertisers in overseas markets know that to sell profitably abroad they must speak the local language . . . and speak it well! Wherever the Digest goes, it speaks the language like a native, has the acceptance of a local publication and sells more effectively for you. With the addition of the Dutch edition in 1957, the Digest now speaks 13 of the world's major languages.

You may use one, several, or all of these editions and know your message will have deep

market penetration and wide public acceptance wherever you advertise.

Mr. W. B. Potter, director of advertising for Eastman Kodak, says: "Kodak uses all editions of Reader's Digest . . . a valuable and economical vehicle for reaching thoughtful people throughout the free world."

Mr. J. F. Lewis, vice-president and advertising director of Champion Spark Plug Co., says: "We are using 27 editions of the Reader's Digest because of its high coverage of automobile owners world-wide, and the great confidence it inspires among readers in any language..."

For an analysis of your overseas markets and how they are covered by the Digest, call the Reader's Digest Assn. in New York, MUrray Hill 4-7000; in Chicago, WHitehall 4-2544; in Detroit, 'TRinity 5-9600; in Los Angeles, OLive 3-0380; in San Francisco, EXbrook 2-3057. Or write to: Reader's Digest, 230 Park Avenue, New York 17, N. Y.

Abroad, as in the United States, People have faith in

Reader's Digest

Largest Magazine Circulation in the World

"ADVERTISING CLOSES THE GAP BETWEEN PRODUCT DEVELOPMENT AND SALES"

"Speed is the key to success in our industry," states Nelson Havill, General Sales Manager of Potter & Brumfield, subsidiary of American Machine & Foundry Company. "With demand for new and more complex relays expanding daily, we must constantly design new and superior structures. Equally important, we must keep more than 150,000 engineers, designers and buyers informed of our progress. To do this, we depend on business magazines. Undoubtedly, advertising in leading business publications reduces the time between product development and sales to a profitable minimum."

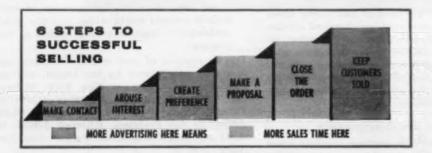
"mechanize" your selling by concentrating your advertising in the one or more McGraw-Hill publications serving your markets. Through "mechanized selling," you reach your most important prospects... create interest and preference for your brand... keep them sold. In addition, you will give your sales representatives more time to concentrate on making specific proposals and closing sales.

McGRAW-HILL PUBLICATIONS

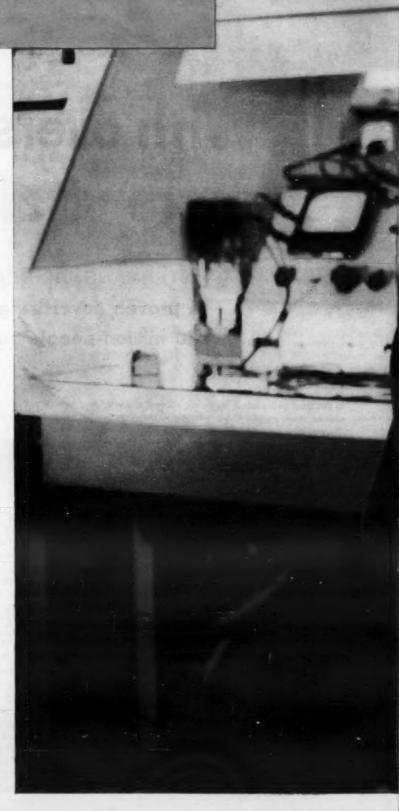


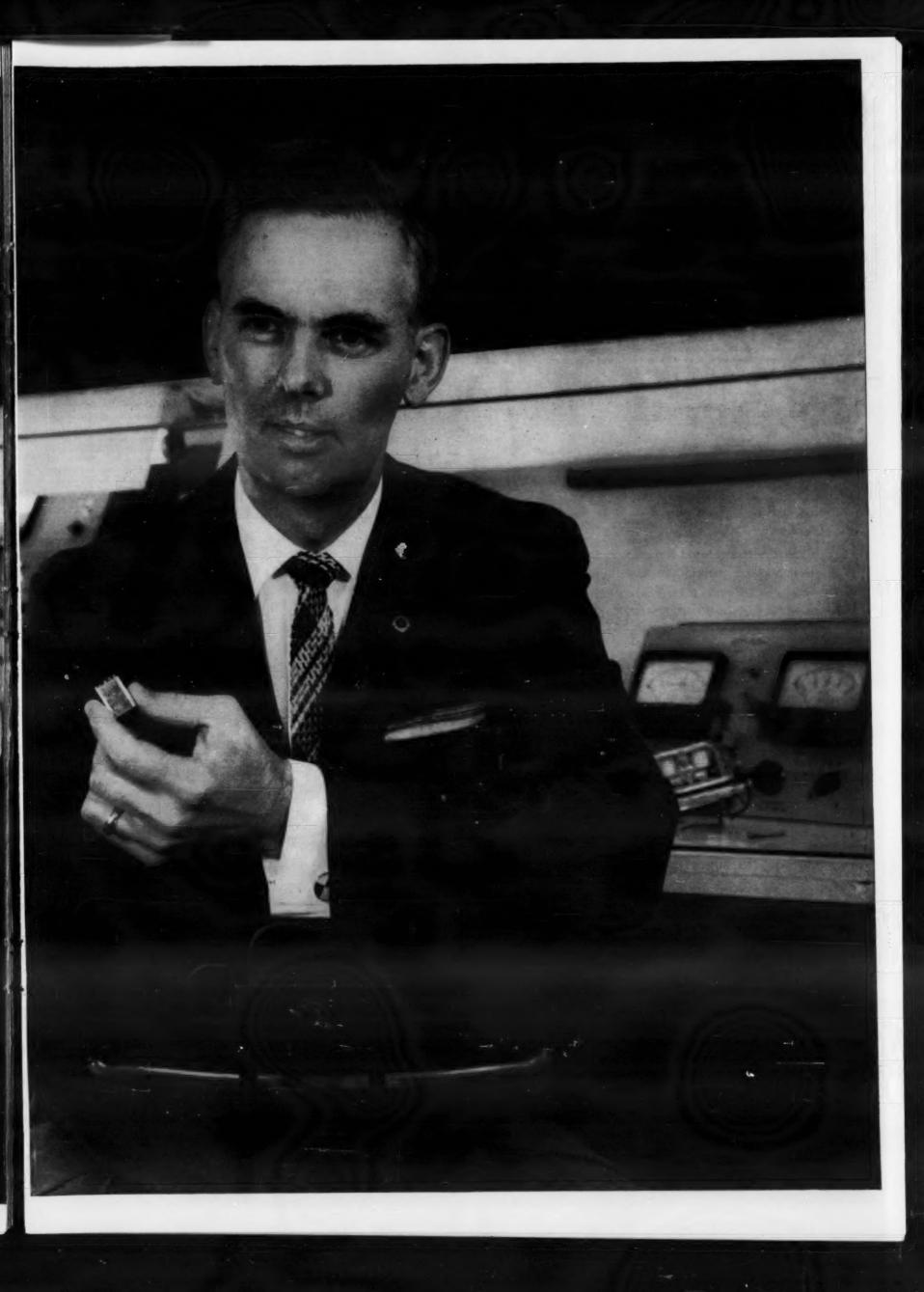
McGraw-Hill Publishing Company, incorporated 330 West 42nd Street, New York 36, N. Y.





Mr. Havill is shown holding one of P&B's newest micro-miniature relays. The Princeton, Indiana, company manufactures nearly 60 different relay types.





The Financial Post, Canada's toremost business newspaper

carries

more

advertising linage than any other weekly publication in North America



*Here is the 1957 linage of the ten top

The Financial Post	 3.855.269
Oil and Gas Jaurnal	3,171,840
Life	 2,867,764
Steel	 2,720,340
Iron Age	 2,612,400
Business Week	 2,529,263
N.Y. Times Mapuzine	 2,436,857
Saturday Evening Post	 2,244,215
Engineering News-Record.	 2,217,600
New Yorker	 2.137.891

THE FINANCIAL POST, 481 UNIVERSITY AVENUE, TORONTO 2, 1242 PEEL STREET, MONTREAL 2

McCarty Co., MacManus Set Overseas Units

(Continued from Page 3) which has been placing its inter-national advertising with Foreign Advertising & Service Bureau.

McCarty's international department will work on different lines.
Mr. Hitrec explained that the
agency does not expect to be working through local affiliate agencies abroad. Instead, it will place its foreign advertising directly with local media, thereby keeping complete control of the program and avoiding split commissions.

As a matter of fact, Howard Per-ons, president of McCarty, told ADVERTISING AGE that the agency has been placing such advertising for some time now. The interna-



DEAL-Borg-Erickson Corp. will run this \$1 coupon ad in Sunday Metro, Parade and independent supplements, May 4. A total of 31,000,000 coupons will be distributed, according to Borg. Fletcher D. Richards Inc., Chicago, is the agency.

tional department only formalizes these operations, he said.

Mr. Persons added that interna-tional business now accounts for about 15% of the agency's total tional

■ McCarty's international department is built largely on the Dresser Industries account. More than a dozen companies are involved in the Dresser worldwide operations
—some as divisions, some as overseas subsidiaries, some as foreign licensees. The Dresser companies service the oil, gas, chemical and electronics industries and place advertising in business papers throughout the world. One of the biggest divisions from an export standpoint is Clark Bros., Olean, N. Y., maker of engines, compres-sors and gas turbines.

McCarty's international setup will be different and distinct from the international activity of Mc-Carty Co., Los Angeles. The West Coast agency works through affili-ated agencies abroad.

ated agencies abroad.

(Contrary to a widely held assumption, McCarty Co. Advertising, New York, is not a subsidiary of McCarty Co., Los Angeles. The two agencies are separately incorporated, and McCarty Co., Los Angeles, her only 10% of the stock of geles, has only 10% of the stock of the New York company.) #

Firestone Named to Head Doner Philadelphia Office

W. B. Doner & Co., Detroit, has opened a Philadelphia office in the Lewis Tower Bldg. Murray Fire-

stone, formerly an account super-visor at Ralph A. Hart Advertising, Philadelphia, has been named exec vp in charge of the new office. Doner also has offices in Chicago, Milwaukee and Baltimore. Paul Deitz, for-

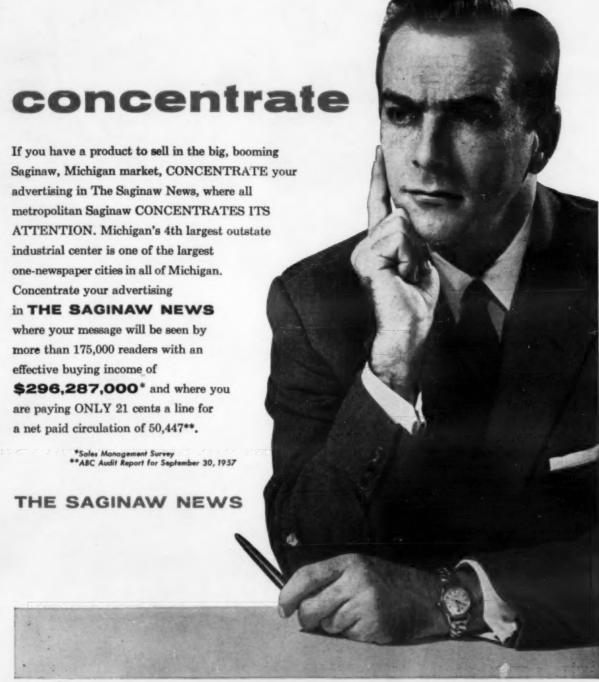
merly a copy-writer at Bauer & Tripp, has been

named creative director of Doner's Philadelphia office, and Samuel Ir-ving, previously art director of Dit-

man, Kane Co., has been named art director. Charles F. Rosen, exec vp of Doner, will be liaison between the new branch and the Detroit headquarters.

Cohen Joins Compton

Stanley Cohen, formerly in charge of outdoor buying at Warwick & Legler, and before that general manager of Gaess Outdoor Advertising, has joined Compton Advertising, New York, as a special consultant on outdoor adver-tising.





THE BEST OF MICHIGAN

NEWSPAPERS востн

THE SAGINAW NEWS

THE ANN ARBOR NEWS JACKSON CITIZEN PATRIOT

THE FLINT JOURNAL KALAMAZOO GAZETTE

THE GRAND RAPIDS PRESS THE MUSKEGON CHRONICLE

New York 16, MUrray Hill 5-2476 • Sheld 4680 • Brice McQuillin, 785 Market 5 NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave William Shurtliff, 1612 Ford Bldg.

Youth Will Take Over Fair Today

Three Men To Get Honorary State



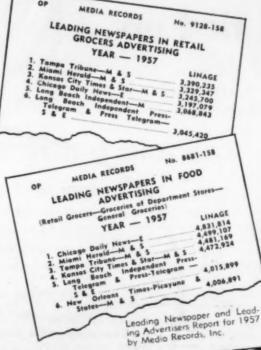
Reprieve

PRICE FIVE CENTS Collins To Pentagon Wants Air Force To Fly icles

AMONG ALL NEWSPAPERS IN AMERICA N RETAIL GROCERY INAGE IN 1957

The Tampa Tribune carried more RETAIL GROCERY linage in 1957 than any other newspaper in America according to Media Records, and was third among all newspapers in TOTAL FOOD advertising.

This linage kept cash registers ringing in Tampa stores and throughout the 21 counties covered by the Tampa Tribune. Here is one of the nation's fastest growing industrial - agricultural markets offering a vast sales potential for every type of product and service.



THE TAMPA TR

Represented Nationally by: SAWYER-FERGUSON-WALKER CO.

300 Park Avenue 3 Penn Center Plaza New York 333 Michigan Avenu Philadelphia .1630 Guardian Bldg.

YEK-PERGOSS	Fulton Not'l Bank 3242 West 8th	Bldg
A noles	Russ	BIOS
Los Angeles San Francisco Seattle	Vance	Bldg
SEGILLE		

Agricultura de las Américas

REACHES THE RICHEST FARMERS IN THE WORLD

The important ranchers and planters of Latin America

Hundreds of manufacturers—who at one time confined their promotion to U. S. farmers—are making big sales in the booming farm markets of Mexico, Central and South America. They rely on *Agricultura*, because it delivers the leading audited on-the-farm circulation . . . stresses U. S. products . . . demonstrates the latest and best in farming methods.

BPA

WRITE FOR MARKET AND MEDIA FOLDER Agricultura de las Américas

The Magazine of Modern Farming for Latin America 1014 WYANDOTTE ST., KANSAS CITY 5. MO.

Le Mai Names Kal. Ehrlich: Sets Drive for Nesian

Le Mai Inc., Washington, manufacturer of cosmetics for men and vomen, has appointed Kal, Ehrlich Merrick, Washington, to handle all its advertising. The agency will shortly undertake an extensive local and national introductory cam-paign for Le Mai's new Nesian combination hand and body lotion.

Introduction will be in April when the product will be an-nounced on "Today" and "Tonight" (both NBC-TV).

Sterling Appoints Two

Alan Gleitsman, formerly New England salesman for Sterling Television Co., New York, tv film producer and distributor, has been named West Coast sales manager of the company's syndication division. He succeeds Leo Orgel, who resigned. Sterling also has named Kirk Torney, formerly division manager of Associated Artists Productions, sales manager in New York.

'Farm Journal' Weeds Non-Farm Readers, Cuts Rates

PHILADELPHIA, Feb. 25—The Farm Journal announced today it will voluntarily reduce its circulation guarantee and advertising space rates.

"The move," said Richard J. Babcock, president of Farm Journal Inc., "is an extension of our cor-porate objective to deliver to ad-vertisers, with mutual profit, more of the prime farm market most ef-

fectively and most economically."

Effective with the April issue, Farm Journal, which is sold only by subscription, will guarantee a national circulation of 3,100,000.

The present guarantee is 3,400,000. The present guarantee is 3,400,000. B&w rates will be cut \$330 to a price of \$10,800 a page. Four-color pages will be \$14,800, a drop of \$450. The guarantees of the southern and eastern editions will be dropped 150,000 each.

Mr. Babcock said the magazine is sending a test mailing to cer-tain subscribers in the East and Midwest to determine whether they are "specifically interested in farming."

■ If they are not, they will be asked to take a refund or switch their subscriptions to other magazines. Recipients of the mailing piece are non-rural free delivery addresses throughout the East and,

primarily, in the Chicago area. In addition, Mr. Babcock said, all new subscription orders are being screened to weed out potential subscribers who have no specific interest in farming.

He said the magazine would raise its annual subscription price from \$1.50 to \$2 by mid-year as another means of accomplishing the magazine's aim of being strictly a farm market medium.

Farm Journal's circulation increased last year, he said, and the magazine ended 1957 with an average net paid of 3,547,491.

Under the new setup, which Mr. Babcock termed a "forward step," it was said that advertisers would get a considerable bonus with the April and subsequent issues.

McAdams Elects Dr. Gennis Exec VP: Names 3 VPs William Douglas McAdams Inc.,

New York ethical drug agency, has elected Dr. Joseph Gennis exec vp, the third ranking officer



br. Joseph Gennis director of pub-lications, super-vising the agency's production of Spectrum for Chas. Pfizer & Co. and Scope for Upjohn Co. McAdams also has elected Victor Trasoff, Bradley Burch and Gil-

mer Totten vps. Mr. Trasoff is art director; Mr. Burch and Mr. Totten are account supervisors

McCarty Adds Brussels Affiliate to Network

McCarty Co., Los Angeles, has added VDM Planning Publicitaire S/A, Brussels, to its list of European mutual service associations. The Brussels agency, 11th foreign affiliate for McCarty, is managed by L. Van de Merghel.

D'Arcy Appoints Two

D'Arcy Advertising Co., New York, has appointed Alice Haus-man, formerly a copy group head at William Esty Co., and Herbert Davidson, previously with Benton & Bowles, to its copy department.

We've got **IOWA** all tied up



WITH MORE THAN 25%

of all the Grade A agricultural land in America, Iowa's farms average \$11,800 of income per year. Yet industry and other businesses are even more important in the Iowa economy-account for \$3.3 billion against agriculture's \$1.1 billion.

Iowa's 351,900 urban families live in 42 cities, with populations ranging from 5,200 to 190,600. 62 Iowa radio stations compete for their attention. Yet 44.7% of ALL our families (city, town and farm) say they "listen regularly" to ONE station -WHO - more people than listen regularly to the next FOUR commercial stations combined!

This preference for WHO is the result of services to our listeners. Every policy and program is based on that idea. Let PGW explain it to you.

for Iowa PLUS! Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager



HO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives



THE GIRL MUST BE-H. W. Gossard Co. continues its American designer series in a spring campaign including daytime tv and pages in Glamour (March ad shown here) and Voque in March, April and May. Edward H. Weiss & Co., Chicago, is the agency.

Product Giveaway Shows in Canada Get CBC Reprieve

OTTAWA, Feb. 25—Giveaway programs, longtime annoyances to the Canadian Broadcasting Corp., will not be banned by the CBC-not right away, anyhow.

A proposed regulation covering A proposed regulation covering broadcast contests was temporarily tabled by the CBC's board of governors here last week after the Canadian Assn. of Radio & Television Broadcasters, Collyer Advertising Ltd. and others urged that no correlation because into a few contests of the contest of th that no regulation be put into effect until public opinion and advertisers' views could be voiced. The CBC agreed to study such reactions first.

According to the CARTB, the proposed regulation would virtually eliminate "the day-to-day broadcast familiar to millions of Canadian housewives" for the past 25 years. Last October, CBC cracked down on giveaways—not by regulation but by letting it be by regulation but by letting it be known that when station licenses came up for renewal, CBC would take into account programs not up to its standards. Ottawa's CKOY and CFRA immediately announced they did not plan to drop their popular giveaway shows. CFRA said only a direct order would get its "Casino" show off the air.

■ The CARTB's view is that "listeners should be allowed to participate in any legal contest if they desire," and it called for a poll of the listening public. "The prod-uct give-away," said the CARTB, is a tested and economical way for "is a tested and economical way for the small producer to introduce a new product," and "to ban the practice would give undue advan-tage to major chain stores and to large manufacturers with exten-sive advertising budgets." #

KGF/ Names Tel National

KGFJ, Los Angeles, has named Tel National, Hollywood, to handle all station promotions.



does it!

Budweiser, Columbia Records Push Album in Joint Promotion

Budweiser beer and Columbia Record Corp. have united in a joint advertising and promotion program slated to break in March. The promotion centers around a soon to be released Columbia record album, "Midnight Serenade," featuring Sammy Kaye and his band. The album's cover features a girl listening to a record player and drinking a glass of Budweiser.

weiser radio campaign. Budweiser will use magazines and newspaper supplements, and Columbia will plug the album in print and on ra-

Johnson, Whirlpool Set Joint Promotion

Whirlpool-Seeger Corp. will pack 2-oz. samples of S. C. Johnson Gloria Minchin has been apstation.

outside maintenance of the appli-

matic washers, dryers, combinations, wringer washers and gas and electric ranges at the factory through Nov. 30, 1958.

RCA Whirlpool instruction booklets will recommend Jubilee for outside maintenance. One of the selections in the album is the "Where There's Life" each of its RCA Whirlpool automusic theme taken from the Budweiser radio campaign. Budweiser tions, wringer washers and gas ously was a writer and editor on the selections of the selections in the album is the "Where There's Life" each of its RCA Whirlpool automusic theme taken from the Budweiser washers, dryers, combinations, wringer washers and gas ously was a writer and editor on the selections in the album is the "Where There's Life" each of its RCA Whirlpool automusic theme taken from the Budweiser washers, dryers, combinations, wringer washers and gas ously was a writer and editor on the selections.

Dean McCarthy, former assistant to the president and program director of WITI-TV, Milwaukee, has been appointed manager of the



Which GIANT is going places?

Both. The giant Black Marlin and TRUE, the man's magazine-each a giant in his particular realm-are on the move.

TRUE delivers 21/4 million primary readers-21/4 guaranteed ABC net paid circulation of MEN on the move. Men who earn more, spend more, really go places: you just name it, vacationing, golfing, boating, flying, hunting or fishing. Men building careers and families . . . readers right in the prime of their consuming life.

They like TRUE's man-to-man, all facts editing . . . give close attention to everything in "their" magazine. And you get this big market without paying for waste circulation at the mixed mass weekly prices. You sell for less to your best brand prospects: MEN.

Take advantage of the young giant in the mass magazine field. Enjoy the brand selling power of the leading man's magazine. Spend fewer dollars and reach 21/4 million MEN readers . . . men on the move. Plus over 1,200,000 Gals who don't miss an issue. Buy TRUE, top choice for advertisers selling to the big male market.

MALE VS. FEMALE BUYING POWER

Automobiles, beer, life insurance - product after product—the MAN makes the big brand decision. You'll find all the facts in True's new reports made by Daniel Starch & Staff in consultation with the Advertising Research

Get the facts on who is really buying your product. Ask for the Starch report on your category.

Air Conditioners · Air Travel · Automobiles Beer · Business Shirts · Electric Shavers Life Insurance · Liquor · Outboard Motors Shaving Cream · Television Sets · Tires

AMERICA'S LARGEST SELLING MAN'S MAGAZINE

A FAWCETT PUBLICATION - Fawcett Bidg., New York



Only the BIG FOUR



ALABAMA: Anniston Star • Dothan Eagle • Florence-Sheffield-Tuscumbia-Muscle Shoals Times & Tri-Cities Daily
• Gadsden Times • Huntsville Times • Tuscaloosa-Northport
News. ARIZONA: Yuma Sun. ARKANSAS: Camden News
• El Dorado News • Hot Springs Sentinel Record •
Magnolia Banner-News • Pine Bluff Commercial.
CALIFORNIA: Bakersfield Californian • Eureka Humboldt
Standard Times • Monterey Peninsula Herald • Sacramento Union • Santa Ana Register • Santa Barbara News
Press • Santa Rosa Press-Democrat •Vallejo Times-Herald.
COLORADO: Colorado Springs Gazette-Telegraph •
Grand Junction Sentinel • Pueblo Star-Journal & Chieftain.
CONNECTICUT: New Haven Register. FLORID A:
Daytona Beach News Journal • Fort Lauderdale Sunday
News & Sentinel • Fort Myers News-Press • Gainesville
Sun & Alachua County News • Jacksonville Journal •
Panama City News Herald • Pensacola News-Journal •
Sarasota Herald-Tribune • Tallahassee Democrat • ALABAMA: Anniston Star • Dothan Eagle • Florence

Tampa Times • West Palm Beach Palm Beach Post-Times.

GEORGIA: Albany Herald • Gainesville Daily Times •
Rome News Tribune. IDAHO: Boise Statesman • Idaho
Falls Post-Register • Lewiston Tribune • Pocatello Idaho
State Journal. ILLINOIS: Bloomington-Normal Pantagraph • State Journal. ILLINOIS: Bloomington-Normal Pantagraph • Champaign-Urbana News-Gazette • Danville Commercial News • Kankakee Sunday Journal • La Salle-Peru-Oglesby News-Tribune • Quincy Herald-Whig • Springfield Sunday Journal Register. INDIANA:
Anderson Herald • Huntington Herald Press • Kokomo Tribune • Logansport Press • Marion Chronicle Tribune • Muncie Star • New Albany Ledger & Tribune • Vincennes Sun-Commercial. IOWA: Council Bluffs Nonpareil • Davenport Democrat & Times • Dubuque Telegraph-Herald • Siaux City Sunday Journal • Waterloo Courier. KENTUCKY: Ashland Independent • Bowling Green Park City News • Owensboro Messenger & Inquirer • Paducah Sun-Democrat. LOUISIANA: & Inquirer • Paducah Sun-Democrat. LOUISIANA:

Sunday magazines saturate so many markets at such <u>low</u> cost

More than 34 million circulation coast to coast



Buy This Week..Parade..American Weekly-or any combination

add Family Weekly

With its saturation coverage of its

\$27.4 BILLION RETAIL SALES

and you add 170 markets to your colorgravure sales punch



The world's largest market that can be reached in such depth with a single medium.

The giant Supercity market of 551 counties where FAMILY WEEKLY averages over 60% coverage accounts for 14.2% of all U.S. retail sales. To any Sunday supplement schedule FAMILY WEEKLY adds deep penetration of a market greater in population than the 12 largest U.S. cities combined.

FAMILY WEEKLY's unique pattern of markets and circulation is based on maximum local coverage and minimum infiltration of other supplements.

Ask your FAMILY WEEKLY representative for the list of national advertisers who have added FAMILY WEEKLY and its vast new sales potentials—advertisers who accounted for FAMILY WEEKLY's 126.6% increase in advertising revenue last year, and for its gain of 30.7 pages for the first two months of 1958. Ask him, too, how you can profitably reinforce your weekend coverage by adding FAMILY WEEKLY, America's fastest-growing Sunday colorgravure magazine, with one order, one billing—and in full color.

FAMILY WEEKLY MAGAZINE, Inc.
153 NORTH MICHIGAN AVENUE, CHICAGO 1

Leonard S. Davidow, President and Publisher

NEW YORK 17: 17 East 45th Street DETROIT 2: 3-223 General Motors Building CLEVELAND 15: 6-4 Hanna Building LOS ANGELÉS 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street-MIAMI 32: J. Bernard Cashian, Chamber of Commerce Bidg.

Bogalusa Sunday News • Lafayette Sunday Advertiser •
Lake Charles American Press. MARYLAND: Cumberland
Sunday Times. MASSACHUSETTS: Lowell Sun.
MICHIGAN: Grand Rapids Herald. MINNESOTA; Albert
Lea Tribune. MISSISSIPPI: Biloxi-Gulfport Herald
• Greenville Delta Democrat Times • Meridian Star •
Natchez Times • Tupelo Journal • Vicksburg Post Herald.
MISSOURI: Jefferson City Capital News Post-Tribune •
Springfield News & Ledger. NEVADA: Las Vegas
Review-Journal • Reno State Journal. NEW HAMPSHIRE:
Manchester Sunday News. NEW JERSEY: Asbury Park
Press • New Brunswick Sunday Times • Trenton TimesAdvertiser. NEW MEXICO: Hobbs News & Sun •
Roswell Record • Santa Fe New Mexican. NEW YORK:
Elmira Sunday Telegram • Niagara Falls Gazette •
Poughkeepsie New Yorker • Utica Observer-Dispatch.
NORTH CAROLINA: Concord Tribune • Fayetteville
Observer • High Point Enterprise • Salisbury Post.

OHIO: Athens Messenger • Canton Repository •
Coshocton Tribune • Ironton Tribune • Ilma News • Lorain Journal • Mansfield News Journal • Middletown Sunday News Journal • Zanesville Times Signal. OKLAHOMA:
Altus Times-Democrat • Bartlesville Examiner-Enterprise • Duncan Banner • Enid News • Lawton Constitution-Press • Muskagee Phoenix & Times-Democrat • Shawnee News Star. OREGON: Eugene Register-Guard • Klamath Falls Herald & News • Medford Mail Tribune • Salem Oregon Statesman. PENNSYLVANIA: Altoona Mirror • Lancaster Sunday News • Wilkes-Barre Sunday Independent. SOUTH CAROLINA: Anderson Independent • Florence News • Spartanburg Herald Journal.
SOUTH DAKOTA: Huron Huronite & Plainsman • Rapid City Journal. TENNESSEE: Jackson Sun • Kingsport Times News. TEXAS: Abilene Reporter News • Austin American Statesman • Big Spring Herald • Brownsville Herald • Denison Herald • Denton Record-

Chronicle • Galveston News • Greenville Herald •
Harlingen Star • Kilgore News Herald • Laredo Times
• Lufkin News • Marshall News-Messenger • McAllen
Monitor • Midland Reporter-Telegram • Paris News
• Port Arthur News • San Angelo Standard Times •
Snyder News • Texarkona Gazette • Tyler
Courier-Times-Telegraph • Victoria Advocate •
Waco Tribune-Herald • Wichita Falls Times.
UTAH: Logan Herald-Journal • Ogden Standard-Examiner
• Provo Herald. VERMONT: Burlington News. VIRGINIA:
Danville Register • Lynchburg News • Suffolk NewsHerald. WASHINGTON: Pasco, Kennewick, Richland
Tri-City Herald • Walla Walla Union Bulletin • Wenatchee
World • WEST VIRGINIA: Beckley Sunday Register •
Bluefield Telegraph • Fairmont Times West Virginian •
Parkersburg News. WISCONSIN: Racine Bulletin.
WYOMING: Casper Tribune + Pock Springs Sunday Miner.

You need the RIGHT

PULLING POWER

... to get the job done in this soil-rich Missouri River Basin

A BIG 69% of the people live on highly productive farms or in small towns of 2500

Farm-wise programming, 33 years of prestige and an acute awareness of the needs and wants of the BIG 69% are some of the rea-sons why the latest area Pulse shows that—

More people prefer KMA for Farm Programming — for News — for Weather — for Music — and prefer KMA Homemakers.

THE HEART BEAT OF THE CORN COU





Storrs Case Finds Broad Ad Background Makes Him Better Specialist at Transitads

Though he is a veteran of years the printing business, has been an account executive with several agencies and has served as ad man-ager of large national automotive advertisers and an oil company, his present post is his first in the me-dia field.

And in his few months as manager of National Transitads' expanding Philadelphia office, Mr. Case has become convinced that the years he spent being courteous to media salesmen are now paying off Since he understands all facets. off. Since he understands all facets of the advertising industry, he can talk the language of the ad man-ager as well as that of the account man. Now he is also a media sales-

He has also found that since he was an extensive user of transpor- Jack-Rabbit). Soon he found him-

New York, Feb. 25—Storrs J. tation advertising while he was advertising manager of Sun Oil Co., itads, is now rounding out some 30 years of advertising experience. vertising manager of Sun Oil Co., selling his new medium is not as tough as he had expected.

> . This urge to improve the business he grew up in has marked much of Mr. Case's career.

As a youngster in Detroit, he often worked at menial tasks in his father's printing and direct mail shop. Even while performing little jobs, he listened to advertising and graphic arts talk and soon found himself making suggestions and layouts, since he felt he had a talent for commercial art.

He soon found, however, that he liked the creative and contact end of advertising more, especially if it was in the auto industry. At 20, his interest in cars gave new direc-tion to his career. He had a small garage for racing cars in Detroit own auto was an Apperson (his



Impressive and Intensive

> "1957 - 306,504 lines 1955 - 196,936 lines

GAIN 109,568 lines

Daily circulation 163,573; Sunday 104,590 (Publishers Statement 6 months ending Sept. 30, 1957)

Worcester's Sunday Telegram Feature Parade, the only locally edited Sunday magazine in Central New England has established a

2 year lineage growth of over 55.7%*

91.9%+ coverage of the 2nd market in Massachusetts

The Worcester TELEGRAM AND GAZETTE

WORCESTER, MASSACHUSETTS

Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc.

ATTION MISS. PRO WILL-IN.



self selling Model Ts, Rickenbackers and Reos. He did such a good job of advertising and promoting his wares that the Pontiac division of General Motors asked him to join its sales promotion depart-

From 1929 to 1934, Mr. Case prepared sales helps, training material and auto show exhibits for Pontiac and worked with its sales and en-

and worked with its sales and engineering people in preparing advance information on new models.

In this job, he found he could test the cars he was promoting. (This was reflected later when he was at Sun Oil, in Philadelphia, and made auto trips to and from and made auto trips to and from the West Coast. He set up 16-hour-day driving schedules to cover the one-way distance in four days. This was done by starting at 4 a.m. to avoid heavy morning traffic and driving continuously until 8 p.m., with only necessary stops. Today, at 54, he has found another outlet for his restlessness. He has a private pilot's license, his own Cessna 172 and some 120 flying hours under his belt.)

In 1934, Mr. Case moved over to Nash Motor Co. and became sales promotion manager, eastern sales manager and southern sales man-ager for three years. He then moved to Graham-Paige Motors Co., where he was director of advertising and sales promotion.

In 1938 he went into an allied

field, as account executive and writer for a Detroit producer of motion pictures, slide films, etc., for the automotive industry. But in 1939 he returned to advertising, joining Chrysler Corp. as merchandising progress of the DeSte disdising manager of the DeSoto divi-sion; later he was assistant to the vp in charge of sales for the entire corporation, and still later ad man-ager of the Plymouth division. For two years—1944 to 1946—he

handled Ford dealer advertising for J. Walter Thompson Co. and served as vp of Grant Advertising on other automotive accounts.

At the end of 1946, an associate recommended Mr. Case to the ad-vertising manager of Sun Oil Co. The latter wanted to divest himself

point of sale, industrial, petrochemical, fuel oil and general advertising for Sun, he introduced such innovations as sponsorship of profe sional football on television ar skywriting to introduce Blue Sun-

He also dug up and established the famous Sunoco service man whose face appears in most Sun ads. He persuaded management to turn to Sunday color rotogravure sections for motor oil, a device which is still being used. And he became the champion of the widespread use of transit advertising on trolleys, buses, etc.

■ Even though he was closely identified with the growth of Sun's consumer products, Mr. Case became restless about the company's ad setup in 1957. Three years be-fore he had urged the appointment of Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan) in an effort to keep pace with the expansion of Sun into 17 states.

Last year, however, when Sun Oil began preparing for a return to large-scale tv to help promote expensive octane blending pump, differences cropped up be-tween him and the agency and Mr.

Case recommended a change.

While he declined to admit that these differences resulted in some anxiety on the part of Sun's man-agement, some informed people in the industry felt that this was the final straw that resulted in his resignation from the company last November.

Mr. Case declared that his recommendation of an agency change had nothing to do with his own relationship with Sun's management. He said his parting with Sun was extremely amicable and was "mu-tually agreed upon," since he found he could not advance any further in the company.

"I wanted new fields to conquer," he declared. #

'Courier-Journal' Boosts 7

W. Thomas Byrne, Leo Rey-nolds, Charles M. Dunn, George Meagher, William H. House, Ray-mond Hornback and Raymond Rhodes have been promoted to Raymond new supervisory positions in the advertising department of the Courier-Journal and Louisville Times. The newspapers also have added seven men to the retail ad staff in an expansion program.

Nielsen Advances Nickelson

A. C. Nielsen Co., Chicago, has appointed Harry E. Nickelson vp in charge of client service for the cen-tral U. S. He succeeds J. P. Napier, who has been elected vice-chairwho has been elected vice-chairman and managing director of A. C. Nielsen Co. Ltd., Oxford, England (AA, Feb. 24). Mr. Nickelson joined Nielsen in 1941, was named a client service executive in 1948 and a vp in 1954.

Tell Gets 4 New Accounts

Tell Advertising Agency, Clifton, N. J., has been named to handle advertising for four new ac-counts. They are RCO Electronics, Belleville, N. J.; Federal Tool Engineering Co., Cedar Grove, N. J.; Vemaline Components division, Hawthorne, N. J., and D.D.H. Floor Waxing-Machinery Corp., Palisades Park, N. J.

Weinberg Adds One, Drops One

Milton Weinberg Advertising Co., Los Angeles, has been named to handle advertising for the Foreman & Clark clothing chain. Fore-man & Clark, owned by Howard Stores Corp. of New York, operates stores in California, Washington and Missouri. Milton Weinberg has resigned the advertising account of Jim Clinton men's clothing stores.

of advertising duties to devote his time to the expanding marketing projects of the company.

For a decade, as director of all phases of consumer mass media, point of sale, industrial, petrochem
Hudson Vitamin Tests Print

Hudson Vitamin Tests Print

Hudson Vitamin Tests Print

Hudson Vitamin Tests Print

Hudson Vitamin Products, New york, is testing print advertising print advertising catalog. Hudson previously advertised only on radio. Pace Advertising print advertising nor radio. Pace Advertising print advertising projects of the company.

York, is testing print advertising catalog. Hudson previously advertised only on radio. Pace Adverti

AURORA JOLIET



BUY THE COPLEY BIG 3 SAVINGS PACKAGE

AURORA BEACON-NEWS ELGIN COURIER-NEWS JOLIET HERALD-NEWS

In one economical package, the COPLEY Big 3 Newspapers offer you dominant coverage of Illinois' number-one market, outside Chicago. Excluding Cook County, the Greater Northern Illinois Market represents 14% of the total Illinois market and accounts for 15.32% of the state's total retail sales.

The COPLEY Big 3 Newspapers are the dominant media for more than three-fourths of this market!

And when you buy all 3 of the Big 3, you save 17%.

Separate Line Rates:

Aurora Beacon-News 19c Elgin Courier-News 20c Joliet Herald-News . Total 560 Thrifty All-3 Rate 46%0 9120 A LINE BUY ALL 3 AND SAVE.

The Ring of Truth

COPLEY NEWSPAPERS 15 "Hometown" Newspapers covering

Northern Illinois — Springfield, Illinois — Greater Los Angeles — and San Diego, California... Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

FARM JOURNAL CUTS THE COST OF SELLING THE PRIME FARM MARKET



with advertising investments averaging better than a million dollars per issue



with the basic subscription price from 50% to 200% higher than other major farm magazines



with nearly 3½ million net paid subscribers and more than twice as many farm families as any other magazine

Farm Journal Announces A Further Reduction In
The Cost Of Selling The Prime Farm Market
Through An Even More Efficient Distribution Of
Circulation... Effective With The April Issue

MORE THAN 20 YEARS AGO FARM JOURNAL took the first big step toward reducing the cost of selling the farm market by introducing a new kind of farm magazine designed to meet the needs of a new kind of farm market.

In less than 5 years, FARM JOURNAL became the largest selling farm magazine in America. This substantially reduced the cost of covering the farm market since so many more families could be reached through the pages of a single farm magazine.

THREE YEARS AGO FARM JOURNAL again sharply reduced the cost of selling the prime farm market when it acquired and consolidated the hard core of Country Gentleman's audience with its own. By eliminating duplication and adding only those having an active interest in farming, FARM JOURNAL was able to deliver the prime farm audiences of two great magazines at a fraction of the former cost.

FARM JOURNAL has been delivering more than twice as many farm families as any other farm magazine. No combination of other farm magazines delivers so many for so little.

DURING THESE THREE YEARS we have continued to develop new ways to make FARM JOURNAL even more efficient for advertisers who want to reach and influence the millions who can best be reached and influenced by farm magazines. We have added new features and services in Farm Journal, increased the subscription price, established screening processes which insure that *only* those who take an active interest in farming become subscribers while adding more and more farm-family subscribers.

Now, as the result of months and months of careful testing we know that FARM JOURNAL can, once again, reduce the cost of selling the prime farm market despite the higher cost of publishing—

by continuing to make a premium product bought by a premium audience at a premium price

by continuing to take extraordinary care to see that only those who have an active interest in farming become subscribers

by reducing the *total* circulation in selected areas through the co-operation of those subscribers who no longer have an active interest in farming.

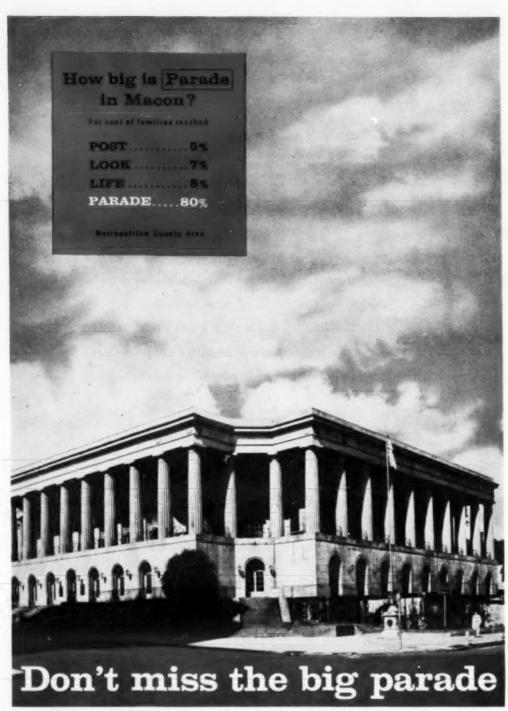
THEREFORE, EFFECTIVE WITH THE APRIL ISSUE FARM JOURNAL will guarantee a national circulation of 3,100,000. New rate cards are in the mail. Advertisers will now pay less to reach and sell the prime farm market through the pages of the magazine most of the best farm families read every month.

FARM

One of the nation's truly great <u>service</u> magazines

Read by most of the best farm families

Graham Patterson Publisher Richard J. Babcock President



in Macon

Who brings home the bacon in Macon? Everybody, What's happened to this sunny Georgia city on the Ocmulgee River in the past ten years is enough to make your head swim.

Buying power has boomed 1,751.2% since 1946! There's probably not another city in the U.S. that can match that one. Macon's payroll has bulged to more than \$236 million.

And when Macon goes to market-wow! Retailers report a fantastic 3,609.6% boost in sales over the last ten years. Today it's close to the \$140 million mark-and it was only a little more than \$3 million in 1946.

Now look at the population figure—it's within hailing distance of the hundred thousand mark in the corporate city limits. That's a 460.5% increase since 1946!

Who wouldn't want his share of this fantastic market. PARADE and the Macon Telegraph & News can give it to you. Each Sunday they call on four out of every five homes in town. Each Monday they begin to move goods off dealers' shelves.

PARADE ... The Sunday Magazine section of 59 fine newspapers covering some 2800 markets . . . with more than 16 million readers every week.



Represented nationally by The Branham Company

To Win Status, Treat Industrial Ad Funds as Investment, Kohlman Advises Admen

Dallas, Feb. 25—Today's inmost skeptical of your colleagues dustrial advertising manager must with your organization. This," Mr. do more than merely understand Kohlman added, "is where the his function as a management spehe must have the courage and ability to explain his position to his associates within his own organization, if he is to function

efficiently.

That's what C. W. Kohlman, advertising manager of the industrial chemicals division of Ameri-can Cyanamid Co., told the North Texas chapter of National Industrial Advertisers Assn. here last week. Mr. Kohlman is chairman of the association's national business it up. and public relations committee.

Mr. Kohlman stressed that advertising "will grow in importance as industry has to sell harder to move goods in this period of economic question marks.'

- To help increase the importance of advertising, Mr. Kohlman suggested three points for industrial advertising managers:
- 1. "Recognize that a company doesn't spend advertising dollars, it invests them."
- budget as many profit dollars as possible."

educational efforts of associations such as NIAA come in.

"Successful advertising," he said. "is aimed and geared to customers' interests. Those interests can't be determined out of thin air. They can't be understood or analyzed without knowledge. The other management specialists within your company are fully capable of understanding that fact if the advertising appoint the court vertising specialist has the courage to explain it and the facts to back

 "Being the head of an advertis-ing department," Mr. Kohlman said, "is more than getting the right people to put the right words down on paper. It is more than ordering a cut, or okaying a plate or a line of copy. It's a management function. The advertising manager, in other words, is a ment function. The advertising manager, in other words, is a delegate—the man who represents the interests of ownership in a particular phase of the total mar-

keting endeavor.
"If industrial advertising man-2. "Seek to produce from each budget as many profit dollars as possible."

3. "Develop yardsticks and measurements that will show the return on the investment to even the agers would think of themselves more positively," Mr. Kohlman said, "the entire profession would more quickly achieve the first-class status which its accomplishments deserve." #

Farmers Insurance Agents Sign 1-Year Pact on KPOL-FM

The Los Angeles agents of the Farmers Insurance Group have signed a 52-week contract for "Holiday in Hi Fi" on KPOL-FM, Los Angeles. The show will be heard on Sundays from noon to midnight. The insurance group believes its buy to be the longest lieves its buy to be the longest sponsorship on fm. The Farmers are using only two

minutes out of each hour for commercials, with emphasis on Farm-ers new broader coverage auto insurance. The long term pact was the direct result of a single Sunday test show which brought a large response from listeners. General Advertising Agency, Los Angeles, is the agency

Storer Plans TV Experiment

Storer Broadcasting Co. has asked the Federal Communica-tions Commission for authority to build an experimental ty station in the Wilmington-Philadelphia area. The station will transmit the same programming as WVUE, Channel 12, another Storer station, in Wil-mington. Purpose of the experi-ment is to compare reception of non-directional transmission from WVUE and directional antenna transmissions from the new statransmissions from the new sta-tion. The area between Philadelphia and Binghamton, N. Y., would

KPLA Transfers Ownership

Following approval of the Federal Communications Commission, ownership of KPLA, Hollywood ownership of KPLA, Hollywood fm station, has been transferred to a new company, KPLA Inc., which is owned 75% by John Poole, head of John Poole Broadcasting Co., and 25% by Don Martin, formerly sole owner. Offices have been opened at 6540 Sunset Blvd., adjacent to quarters of KBIG, owned. cent to quarters of KBIG, owned by John Poole Broadcasting. The two stations will initiate stereo-phonic broadcasts on a regular

Maytag Sets Spring Drive

Maytag Co., Newton, Ia., use consumer magazines, outdoor posters and co-op advertising in its spring campaign. More than 2,000 outdoor panels in 112 markets will through May. Magazines

on the schedule are Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look and The Saturday Evening Post. Three basic ads will be used. Leo Burnett Co., Chicago, is the agen-

Ladwig Joins Datamatic

Frank Ladwig, formerly market development manager of the Elecdivision of nas joined M trodata Burroughs Corp., has joined Minneapolis-Honeywell Regulator Co. as manager of the sales department of its Datamatic division, Newton Highlands, Mass.

Olson Joins KRHM

Alden L. Olson, formerly in the Los Angeles office of the Wall Street Journal, has joined KRHM, Los Angeles fm station, as count executive.

WHAT DO YOU KNOW

about DIRECT SELLING? . . . the \$91/2 Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand

FASCINATING FACTS BOOKLET

pay you to investigate the booming DIR SELLING FIELD. Manufacturers agency executives are often amazed to

This page is to color Health tex is to wear



COLOR IT YOURSELF-Standard Romper Co. will run this b&w page in the March Ladies' Home Journal, inviting children to name and color the pets.

Standard Romper Aims Self-Color Ads at Crayon Set

New York, Feb. 25—Let the reader participate in your ads, it says in the textbooks, so Standard Romper Co. is encouraging its younger readers to take crayons in hand and supply the color for the b&w ads in its spring campaign for Health-tex children's

"The agency, further acknowless."

"This page is to color. Health-tex is to wear," explains the head-line—inspiration for which came from the children's book, "A Hole Is to Dig," the agency, Hockaday Associates, admits.

The agency further acknowless.

Associates, admits.

The agency further acknowledges that the art concept is an out-and-out pinch from Pieter Breughel, Flemish painter of the 16th century, "whose style is a good deal younger than most presently extant. Besides, how else

good deal younger than most presently extant. Besides, how else could we show an entire spring line in one full page?"

The opening ad is aswarm with 29 Health-tex kids playing with their pets—27 in all. The copy queries, "How many of our 27 pets can you name? Mail in your list and receive a color-it-yourself place mat pretty enough to frame. place mat pretty enough to frame Have fun and wear Health-tex."

■ This ad will run as a b&w page in the March Ladies' Home Journal. In the Feb. 23 New York Times Magazine, it was run as a spread with the illustration repeated twice—in baw on the left-hand page, in color on the right-hand page. In the color side of the page, however, only the children's carrot-tops and their Health-tex togs are in color, so that budding Breughels can still practice on the

pets and background.
The color version of this ad also is scheduled in the March 1 issue of The New Yorker, and the readers are invited to name the pets and mail in their lists to the company to receive the color-it-your-self place mat.

 The second ad in the campaign, scheduled for the March 16 New York Times, shows the Health-tex kids reenacting as many fairy tales as will fit on the page. The head-line: "The stories are to guess. Health-tex is to wear." Again, the

Health-tex is to wear." Again, the children will receive place mats.

This is one contest in which everybody wins, regardless of the answers—"All those place mats have got to go." Health-tex is confident there'll be none left over, since last fall the company ran a color spread in the New York Times showing a melange of Health-texers playing 31 different Health-texers playing 31 different games. In this ad, the children were invited to guess the names of the games and mail in their lists. The reward ("embarrassingly frugal") was nothing more than a

run-off of the Times ad. But more than 1,500 children wrote in.

• For stores, the company is sending out a long narrow poster show-ing the Health-tex kids in a tug-of-war. The poster can be used either as a flat or round display

Young Appoints Two
Al Parenty, formerly with Television Age, has joined the sales staff of Young Television Corp.,

New York, tv station representative. Robert J. Lobdell, previously with Weed & Co., has joined the New York staff of Adam Young Inc., radio station representative a new post. Mr. Edwards former affiliated with Young TV

Koerper Joins Hallmark
Kerwin S. Koerper has been named assistant to the director of named assistant to the director of advertising and sales promotion of Hallmark Cards, Kansas City. He formerly was with Potts-Wood-of station relations of Guild Films, vertising manager.

a new post. Mr. Edwards formerly was an art director with McCann-Erickson, executive art director of Montgomery Ward & Co., and lay-out director of Sears, Roebuck & Co.

Robert W. Edwards has joined E. R. Hollingsworth & Associates, Rockford, Ill., as creative director, a new post. Mr. Edwards formark.

Dowling Is Assistant A.M.
William D. Dowling, who has been doing advertising creative and administrative work for Johns-Manville Corp.'s Celite and international divisions since 1955, has been appointed assistant ad-



You can sell it everyday in The Cleveland PLAIN DEALER

The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells 41/2 billion dollars

RETAIL SALES IN CLEV	ELAND AND	ADJACENT	COUNTIES
COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	2,247,897	1,999,804	4,247,701
Retail Food Sales	549,318	484,163	1,033,481
Retail Drug Sales	85,930	55,457	141,387
Automotive	382,082	390,920	773,002
Gas Stations	120,031	157,081	277,112
Furniture, Household Appliance	124,695	102,572	227,267

Akron, Canton and Youngstown's Counties are not included in above Sales.

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit. Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

THE 52nd STARCH CONSUMER REPORT REVEALS



MAGAZINE

New York Los Angeles Portland, Ore. Chicago

The median income of the Elks Magazine households is \$6,636.

94.2% own one or more automobiles. 31.2% bought a new car in the last 12 month period.

In the ownership of household appliances and expenditures for food, clothing, and services adding up to better living, the Starch Report demonstrates conclusively that Elks are a top market.

To sell this market of 1,204,000 Elksadvertise in The Elks Magazine.

THE SEATTLE MARKET (20 counties) Has GREATER Retail Sales Than Any of these 26 States



IN THIS GREAT MARKET - YOUR BASE BUY IS THE P-I

In this rich, able-to-buy and growing market, the daily Seattle Post-Intelligencer reaches one out of every two families in the Seattle-ABC City Zone alone. Sunday's city coverage is approximately the same. It has a 47% Sunday coverage of

all urban families in the Seattle-20 County area and a 37.7% daily coverage in this same area. The total retail sales in this rich market totals nearly two and a half billion dollars a year. People who buy read the P-I - the resultful media for your sales message!

Sunday, 254,775 Daily, 193,329

The SEATTLE Regresented Nationally by HEARST ADVERTISING SERVICE

Getting Personal

This year's Joint Defense Appeal dinner will honor Shap Shapire, Look vp. It will be held March 26 at the Waldorf-Astoria...

Joyce Carol Rogers, daughter of Ben Rogers, art director of Buchanan & Co., New York, will be married in August to Martin Nudelman . . . Wilbur J. Streech, head of Wilbur Streech Productions, New York, was married Feb. 1 to Marion Jockel . . . Mrs. Silvia Mangan and Thomas J. White Jr., account executive with Avery-Knodel, New York, station representative, have announced their engage-

Ruth Earle Lawrence, daughter of Richard W. Lawrence Jr., chairman of Printers' Ink Publishing Co., New York, was married Feb. 8 to James Ruder... Dorothy Reimers on Feb. 8 became the bride of James Joseph Jergens of Sullivan, Stauffer, Colwell & Bayles... On March 16, Bernice Kadish, director of drug and cosmetic advertising and merchandising for Cosmopolitan, will be married to Lawrence H. Leder . . .



ALUMNI PREXY-William H. Sylk (right), president of Stations WPEN and WPEN-FM, Philadelphia, is installed as president of the General Alumni Assn. of Temple University. Ceremonies were conducted by Dr. Louis P. Hoyer (left), chairman of the executive committee.

Tomorrow to Live" is the title of a novel of the Marine Corps, by William Herber, president of Associated Display Services, Chicago, published Feb. 20 by Coward-McCann, New York...

Russell L. Putman, head of Putman Publishing Co., Chicago, and Mrs. Putman are on a two-month trip to the South Seas, which will include some deep sea fishing in New Zealand waters. . . Note to Dale Robertson: The "Wells Fargo Messenger" reported in a recent issue a skirmish with a highwayman in 1893, in which Will Cresmer, then a boy messenger of the company, protected a shipment of gold coins and was rewarded with a watch. He is chairman of Cresmer & Woodward, newspaper representative. of Cresmer & Woodward, newspaper representative.



UNDER THE SUN-Vacationing through several European countries, Mr. and Mrs. Walter R. A. Graham are pictured in the Pyramid site near Cairo. Mr. Graham is vp of D. P. Brother & Co., Detroit.

W. Hunter Snead, ad and sales counsel, is recuperating from emer-

gency surgery at his home in Shelburne Falls, Mass...

Dick Bergh of NBC Spot Sales' New York office and Robert

Ewing, of the Chicago staff, have won trips for two to Bermuda and Hawaii, respectively, in a contest sponsored by Station KONA, Hono-

Lee McLemore, head of Lee McLemore & Associates Advertising, represented the City of Houston, on a tour of Navy missile testing installations in California. Mr. McLemore is a city councilman and is Mayor pro tem. Forty business men, educators and city officials were airlifted by the Navy to observe missile testing at three California installations . . .

Howard L. Cousins, assistant to the president, director of public relations and counsel for the Bangor & Aroostock Railroad, Bangor, Me., and Hal L. Gosselin, director of public relations for the Bates Mfg. Co., Lewiston, Me., have been named two of Maine's three outstanding young men of 1957 by the Maine Junior Chamber of Commerce. Third recipient of the honor is an Augusta general contractor.

ABC Publishers Statement, Sept. 31, 1957

The Washington Post and Times Herald reaches 67% of all adult men and women in the Washington Metropolitan area... more than are reached by the other two Washington papers combined.*

50% more circulation than any other Washington newspaper . . . more home delivered circulation than the second paper has total . . . and the lowest advertising cost per 1000 readers.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles, Seattle; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni — Mexico City, Mexico; Allin Associates — Toronto and Montreal, Canada; The Hal Winter Co.—Miami Beach, Florida; Tom McGill—West Roxbury, Massachusetts; Puck, The Comic Weekly: A. R. Lerner—Paris, France; Robert S. Farley —Financial Representative in New York.

The Voice of the Advertiser

- This department is a reader's forum. Letters are welcome.

Rochester Community Is Sold on Work of City's Own Rico. Advertising Council, Devoted to Public Service

To the Editor: Editorial Director is quite pertinent here:
S. R. Bernstein (AA, Feb. 10) deserves a big cheer for his trenchant a pool of manpower and brainarticle urging more advertising power, the better to carry the great weight of public service works."

The U. S. has such a pool in The is impressed with both the quality and quantity of work that advertis-ing men and organizations are doing in connection with civic, charitable and other projects.

Commercial advertising may too

often picture the American people as rich, healthy and beautiful—we all like to be complimented before the touch is made-but the same decent advertising people who planned and produced those advertisements are aware of America's other face. They are eager to, and do, do something to alleviate poverty, ill health, slum-ugly cities, crime and delinquency.

■ Harry E. Foster (AA, Jan. 20) wrote of the inequitable distribution of charitable work among agencies in Canada and even advocated a tax exemption for personnel time devoted to charity suggest that that was just a little from in-the-family grousing, for he goes on to suggest four proposals to land,

Advertising Council, set up in 1942. Your readers are well aware of what that non-profit organization performs through volunteer help and donated space and time for such decency projects as Better Schools, Religion in American Life, Prevention of Forest Fires, and Safety on American Highways.

Rochester, N. Y., does not have an advertising club affiliated with Advertising Federation rica, whose civic work of America, whose civic work you cite, but its advertising men did band together in 1950 to form an organization solely devoted to public service in the community.

 The story of that new organiza tion appeared in Advertising Agi Feb. 5, 1951. And as a result of that report we received requests for in-formation about our form of organization and modes of operation from 41 readers in the U. S. and three from Canada, two from Hol-land, with individual inquiries

The Advertising Council of Rochester, that's our corporate name, in its eighth year of communame, its corporate nity service has become accepted for what it is on the local level for what it is on the local level— embodying the ideals of the na-tional group, yet functioning au-tonomously with 360 members— but none of the original inquirers, or those who have written or vis-ited us since, actually sparked a similar regional public service ad-vertising organization to our knowledge. knowledge.

We may be wrong. We think that ve can spread the load better and make a more efficient drive for community projects that entail no profit, are not involved in controversy or in the influencing of legslation

Local businesses have backed our Advertising Council with sub-scriptions to an annual budget that covers the headquarters office expenses and salaries of the staff ex-ecutive and his secretary. (70% of the pledges received in this fiscal ear are on a five-year basis.)

Our active members—the ones who man the task forces and project committees—are from indus-trial and retail advertising de-partments, advertising agencies, lithographing and printing plants, the communication fields of newspapers, magazines and outdoor display, plus television, radio and all sorts of advertising service organizations and public relations posi-

 Louis A. Langie, president, Community Chest of Rochester and Monroe County, sent this wire to our annual dinner meeting: "Congratulations on another year of service to Rochester and Monroe County. Millions of eyes see and ears hear the results of your organized talents, but few people really know the tremendous contributions of time, energy and enthusiasm your members collectively and individually bring to their many projects. We of the Community Chest thank you for the great contribution you make each yethe success of our campaign.

The annual Chest-Red Cross promotional campaign involves perhaps our largest volunteer task force, yet the 44 other community causes and organizations that adcauses and organizations that advertising men "just doing the decent thing" have aided through the Advertising Council of Rochester give testimony that the individual and group contribution is a hefty

Police Chief Winfield was mighty pleased with what we did to urge the removal of temptation from juveniles in a "Like Your Car, Lock It" campaign. The American Legion gave us a citation for that

Look magazine's achievement award came to Rochester in part for the advertising campaign to alert citizens to better neighborliness in the prevention of downgrading property to slum

The original Red Cross blood bank was established in Rochester. That's a humanitarian cause that we have aided continuously since our council was formed. And blood canks by their regional nature can best be aided on the local level.

We do the local job with all the booster pride of loyal citizens. We also try to intensify in our locality the wonderful national projects of The Advertising Council such as higher education.

Rochester advertising men are persons of "integrity and decency" Rochester advertising men are persons of "integrity and decency" pitching in for the common good. The Rochester community is sold on the way we do it through a non-the way we do it through a non-the concept was "new." Harper's

profit organization separated from | made the claim in its cover blurbtrade organizations and profession-

Rochester remain unique in this?

Edward P. Harrison

President, The Advertising Council of Rochester Inc., Rochester, N. Y

Auto Dealer's Price Makes Ad a 'Candidate'

To the Editor: Enclosed please find a likely candidate for your "Ads We Can Do Without" feature. On careful examination of the fine



print, one sees (but not too readily) that this Chicago car dealer does not have "Brand New 1957 Plynot have "Brand mouths" for \$1,388.

Do you agree?

Ralph Atlas, Philip Morris Inc., Chicago.

The Writer Wronged, Part I

To the Editor: Thank you for the kind words about aspects of my article in the February Harper Magazine (AA, Feb. 10). And have no quarrel with anyone's comment that a "value added" con-cept is not original with me. When you say, however, that "it is spelled out in hundreds of textbooks on advertising and has been accepted as gospel by every advertising man for at least 20 years," I think you have stretched the comment too

Among the textbooks I read in Among the textbooks I read in preparation for my book are Bor-den's, Frey's, Kleppner's, Dunn's, Maytham's, Whittier's and at least one or two others. No "value add-ed" concept is spelled out in any of these. I interviewed some 400 advertising men, and spoke with many of them about the basic question of how advertising works, and got "added value" from no-body. When the article appeared, I received a charming note from David Wallace of Edsel—formerly of Time Inc., and David Ogilvy's agency—informing me that he had just propounded a similar idea to satisfy the requirement for an individual and new contribution to the theory of "group dynamics" in a graduate course. Finally, Har-per's has received several letters from people who accuse me of hooking their "added value" idea— which means that they, at any rate, believe it to be something rela-tively new and now shockingly tively new miscredited.

Personally, I will give credit for it to anyone who asks nicely. The concept of "added value" struck me as a logical necessity in considering advertising from the stand-point of economic theory, and once I had determined to write about it, I went looking for someone I could quote in my support. The "brand image" people would not do, because the reference frame was different—and in a theoretical question the reference frame is all-important. I could find no one else working along these lines (though I now learn there have been several others), and thus took the exposition of the idea upon myself. I had no notion it was original

which is fair enough, too, in this context. What advertising man can honestly grow hot under the collar because he sees someone adding value to a product by a stretch of the word NEW?

Martin Mayer.

The Writer Wronged, Part II

To the Editor: The letter sent to you and published in your Feb. 10 issue from Alfred Scaglione Peck Advertising Agency in N York, gave me a big chuckle. in New

During the past 20 years, I have probably heard from more than 100 people who, on different occasions, and of course during different years, claim they heard Uncle Don say on his nightly WOR pro-gram, "I guess that'll hold the little bastards."

I devoted an entire chapter to this, and if Mr. Scaglione had purchased the book before he wrote to the editor of Advertising Age, I'm sure he would have held back his comments.

Secondly, the Bloopers record using this faux pas, has a voice of using this jaux pas, has a voice of a mimic, and consequently is not Uncle Don's real voice. I also point this out in the book, and if Mr. Scaglione checks with the Jubilee Records executives, they will tell him the same thing.

If he further wants a list of the WOR executives who were around the radio station when Uncle Don broacast, I have that for him, and they too will attest to the fact that Uncle Don never said it.

Anyway Advertising Age—thanks for the second mention of my book. It is selling exceptionally well and Walter Winchell gave it

an Orchid in his column Feb. 12.

William F. Treadwell,

Vice-President, Leo Burnett

Co., New York.
*The book is titled, "Head, Heart and Heel."

Clarifies Swedish Agency Recognition Setup

To the Editor: I have observed an article about the new agency Advertising International in your issue of Jan. 27. One point in that article struck me, namely:

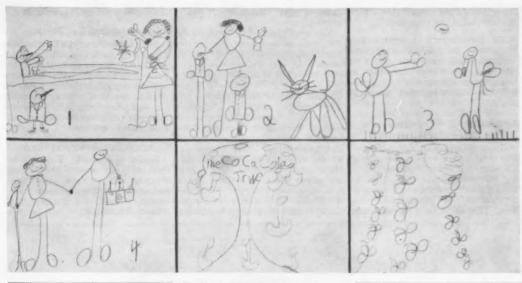
"AI's greatest feat, in the eyes of many observers, was the ability to organize—and get publishers'





GEA OFFICIAL JOURNAL OF AFCEA Wm. C. Copp & Associates 72 West 45th St., New York 36, N. Y.





recognition for—an agency Stockholm. To get recognition in Sweden, an agency must show a bank credit of \$300,000. This, Mr. Akers modestly concedes, he was able to " able to do.

I will inform you that a Swedish subsidiary to the Advertising In-ternational agency has asked us for recognition. No decision in any direction has, however, hitherto been made.

It is not correct to say that the agency must show a bank credit of \$300,000 to get recognition in Sweden. The capital required depends upon the size of the operations planned. The subsidiary which asks for recognition has a paid-in capital of \$40,000.

Per V. Ocklind,
Assistant Director, Swedish

Newspaper Publishers Assn., Stockholm.

'Popular Mechanics' Lingge Error Is Corrected

To the Editor: In the Feb. 17 issue of Advertising Age concerning the reporting of linage in consumer magazines, there was an error in the Popular Mechanics linage. In checking over our figures I have found that the error was made by me when I reported the figures to you. They were listed as follows:

Pages Current Month Year to Date n.-Feb. Jan. ary Jan Jan.-Fe 1957 256.2 1958 231.9 1958 121.5 1957 139.7

Current Month Year to Date ebruary February Jan.-Feb. Jan. 1958 1957 1958 19 1958 27,251 31.203 51.978 63,892

They should have been entered Popular Mechanics Magazine as follows:

Pages 247.1 139.7 247.1 Lines 31,293 55,354 256.2 30.627 63,892

Jac T. Phister, Manager, Sales Analysis, Pop-ular Mechanics Magazine, Chi-

Thinks 'Dress Right' Copy Fits Prevailing Mood

cago.

To the Editor: William M. Bran-To the Editor: William M. Bran-ham's comments (AA, Jan. 27) and suggestion that "we can do without" the "Dress Right" ad, "You can usually spot a wrong kid "You can usually spot a wrong kid just by the way he looks," smacks of "ostrichism."

or "ostrichism."

I'm no adman, but the first line,
"Sure it's unfair, but it's a fact;
people today judge a youngster by
appearance," very neatly describes
the prevailing mood. And, it certainly cannot be construed as per-taining to the "less fortunate" (formerly "poor") boy.

Or perhaps Mr. Branham implies a fear that if the "Dress Right" philosophy is accepted, we won't be able to tell the "good guys" from "bad guys."

R. J. Dallman, Staff Assistant to the President, The Falk Corp., Milwau-

Six-Year-Old Creates a Storyboard for Coca-Cola

To the Editor: Maybe I am prejudiced because Dick Freeman is a close friend and client of mine, and his six-year-old daughter Tina is one of my favorites. But I think the enclosed material is wonderful

vears:

Among other things, Freeman is president of Louisiana Coca-Cola Bottling Co. (That is the client part.) His letter of explanation, to-gether with Tina's illustrations, make one of the most interesting

storyboards yet developed.

Certainly this shows the impact of tv on American youth. It also augurs well for the reception of advertising in coming generations.

Joseph H. Epstein, Fitzgerald Advertising Agency, New Orleans.

Dear Joe: The early part of this week little Tina was sick and we had the doctor in for her, with the result that the doctor prescribed Coca-Cola syrup for an upset stomach condition.

Being of commercial mind, and also being an avid tv fan, Tina came up with the enclosed "story board" for a commercial on tv. In case the situations aren't instantly recognizable to you:

Slide No. 1 shows a sick little girl in bed, with a sick brother standing alongside, both with thermometers in their mouths, and for some reason there is also a sick cat in the picture, and the lady of the household has just come with the news regarding Coca-Cola syrup.

Slide No. 2 clearly shows that the cat and one child have already received the Coca-Cola syrup, and the third one is in the process. As a result you see the happy faces on Slide No. 3, with the well chil-

dren (?) happily playing ball.
All of this leads up to Slide No. where the family has gone out

to purchase a six-bottle carton.

The next two slides mean little to me, but I guess they are influenced by Tina having watched a lot of Walt Disney commercials, and this seems to be a closing se-

quence in the Walt Disney manner. In view of the child labor law she is not yet available for your art department, but I know you will keep her in mind for the next 10 to 15 years.

Richard W. Freeman, New Orleans.

Cuticura Brings Back Its 'Cuticura Will' Slogan

To the Editor: In the Voice of the Advertiser section of your Feb. 17 issue there appeared a letter of protest regarding the "remarkably unfair duplication of advertising themes by competitors" and pointing to the use by Covermark, of
"Sympathy won't help, Covermark
will," and by Shulton, of "Wishing won't help, Thylox will."

Just to keep the record straight,
Cuticura has used a slogan for 15

inally the tagline in, and an in-tegral part of, a one-minute dram-atized spot repeated for many years As a result of all this "borrowatized spot repeated for many years over leading radio stations here in New York and throughout the country. In the heyday of radio you just couldn't miss hearing Cuticura spots and the Cuticura jingle beginning with "C-U-T-I-C-U-R-A" sung to scale. Remember?

When Cuticura shifted from radio and small space requirements and

dio and small-space newspaper advertising to large-space magazine advertising, we used the phrase as a slogan under the logo in such publications as Ladies' Home Jour-nal and McCall's.

We felt that a new low in advertising ethics had been reached when various competitors began borrowing and paraphrasing this slogan—not, however, without, in many cases, written protest from Cuticura.
This is not the only instance. Our

"New Way to Wash Your Face" campaign, which we have repeated years: "Wishing won't help your for several years in leading maga-skin, Cuticura will." It was orig-zines, has been taken over lock,

ing," in our current Cuticura mag-azine campaign captioned "Get the Full Treatment" we have revised the slogan to read as follows: "Cu-ticura has said for years—Wishing won't help your skin, Cuticura will.

Anne Netzer, Atherton & Currier Inc., New York

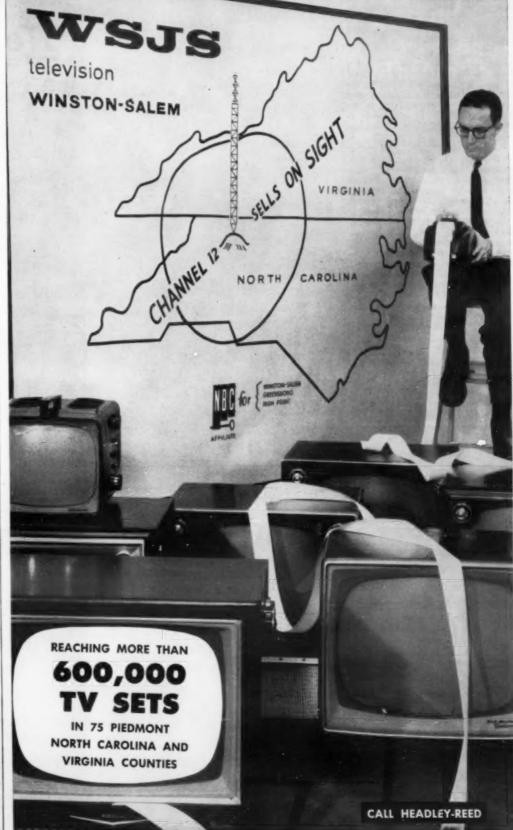
Lo, the Poor Umlaut

To the Editor: In your issue Feb. 3, Copy Cub says, "In Milwaukee they wrap it all up and call it Gemutlichkeit.

I'm afraid you slipped just a bit because you forgot the umlaut over the "ü." So, what you reover the "ü." So, what you referred to was MUT-lichkeit. All of Milwaukee is talking about your poor German, so watch your step, when you write for us Irishmen in this German city.

J. W. Martin,

J. W. Martin Inc., Milwaukee.



Mass Migration to Rebuilt Cities from Decaying Suburbs Predicted by Hauser

CHICAGO, Feb. 25—With U. S. population estimates for 25 years hence ranging between 195,000,000 and 235,000,000, marketers can feel optimistic about the next few decades.

But they may find the popula-tion centers of the not too distant future vastly changed from what they are now. And they may be faced with some surprising population shift trends now in evidence.

This word came last week from Philip M. Hauser, director of the University of Chicago's population research and training center and chairman of the university's

and chairman of the university's sociology department.

If presently indicated trends are borne out, Mr. Hauser told the American Statistical Assn.'s Chicago chapter, the nation's population centers will contract in den-

sity rather than expand.

Former slum areas in or near
the cores of cities are being redeveloped with federal aid, he
pointed out, and will offer close-in, upper income residential areas that probably will draw heavily from the suburbs.

The pattern of moving from the cities to the suburbs also will be broken, he predicted, because the inferior construction of many vast sections of postwar housing in the suburban areas is destined to create new slums in the suburban

These two factors, plus other sociological trends—in family size, marrlage age, number of children, etc.—all suggest, Mr. Hauser

said, that the population areas of the future will be more hetero-geneous than any city yet seen. Such cities, he said, would have many small neighborhoods— wealthy ones, middle-income ones, poor ones—intermingled through-out the whole metropolitan area from the core to the outer suburbs. This sort of development already can be seen in its early stages in the Los Angeles metropolitan area, said.

Here are some specific predictions made by Mr. Hauser:

 Population gains in the next 25 years will be sustained almost entirely by the metropolitan areas. Within these areas about 70% will be sustained in the present sub-

• The current baby boom is about over. The birth volume should level off this fall. A new major in-fluencing factor in birth volume,

months later, he observed.

· Dr. Hauser said he expects this pattern to be followed this year and predicted that there would be no major mid-year upswing in business conditions—in fact, probupswing this year

Southam's '57 Revenues, Profits Show Decrease

can be expected about nine from earnings of \$3,200,000 in the Chicago, is the previous agency.

previous year.

Excluded from the accounts for the bulk of last year are figures for the Vancouver Province, whose ownership was transferred to Pacific Press Ltd. last June.

Steiner Names Marsteller

Steiner Co., Chicago, a division of American Linen Supply Co., has named Marsteller, Rickard, Geblevel off this fall. A new major influencing factor in birth volume, he said, is the recession—specifically the candid use of that word by the White House. Such official recognition of adverse times affects the marriage rate almost immediately, he said. A birth rate

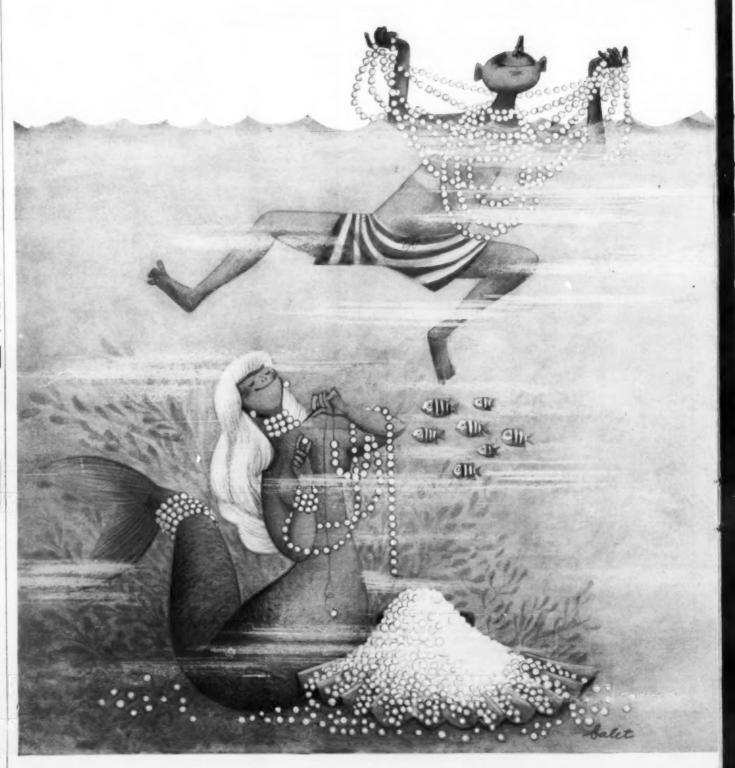
Loew Premium Co. Bows

Jack Loew Premium Co. has been formed by Jack Loew, with offices at 1350 N. Highland Ave., Los Angeles. The new company will offer service in the premium field, in-cluding creation, packaging, mailing and processing. Mr. Loew was formerly premium division manager of Germain's Inc.

Carangi Succeeds Sheehan

Daniel L. Carangi, formerly art director of Puck—The Comic Weekly, New York, has been named promotion manager, succeeding Cornelius J. Sheehan, who recently ratified

"He must know a good





TURAL COLOR POSTCARDS BY COLOURPICTURE

- COMPLETE CREATIVE SERVICE from idea to finished product.

 TOP QUALITY — Plastichrome
- offers the finest reproduction you can buy. Winners of Lithogra-phers' National Association Award the last four years.
- SERVICE prompt, efficient de-livery when you need it.

 VERSATILITY a complete as-sortment of postcards, albums, folders, broadsides and brochures from 2½" x 3½" to 21" x 22".
- PRICE a complete sales pro-motion campaign for a penny or

PLETE DETAILS AND IDEA COLOURPICTURE PUBLISHERS INC.

Royal Metal Sets New Push Royal Metal Mig. Co., New York, will promote its new Park Avenue series of office chairs in Business Week and U. S. News & World Report. The company also will use Architectural Record, Interiors, In-terior Design, Management Methods, Modern Office Procedures, Na-tional Stationer and NOFA Bulle-tin. William Hart Adler Inc., Chicago, is the agency.

Aetna Names Smith VP

Vincent T. Smith, former advertising salesman for the New

Chamber Warns R-P Act Change to **Hurt Small Business**

WASHINGTON, Feb. 25—The U. S. Chamber of Commerce has charged that a proposed amend-ment (S.11) to the Robinson-Patman Act aimed at helping small companies actually would hurt

The chamber made its views competition.

public in a letter to Chairman James Eastland (D., Miss.)

• Under these circumstances, the York News, has been named vp of Actna Photo Engraving Co., New diciary committee. The chamber said, if a large company cuts its price to a small competitive, where he had previously said the amendment would lead to

Robinson-Patman act. The U. S. Supreme Court has ruled that a business man can rely on this argument as an "absolute defense" against such charges when it lowers prices in good faith to meet

However, if the "good faith" de-The amendment would restrict use of the "good faith" argument as a defense against price discrimination charges brought under the cuts to other customers, and the state of th "might well put it out of business," the chamber said. #

Adolph's Sets Three '58 Drives Adolph's Ltd., Burbank, Cal., manufacturer of a meat tenderizer, Cal., manufacturer of reinforces. will use full-color horizontal halfpage ads in The American Weekly, Sunday Metro Gravure network, and Parade, and space in Good Housekeeping and True Story in 1958. Local advertising will be used been on the engraving sales force. rigid price schedules, handicap in- pany would ordinarily meet the in a few markets. The company

dependent retailers and otherwise tend to "eliminate true competition." lower price in order to keep the will run three advertising and merchandising promotions during the year: A spring promotion featuring year: A spring promotion featuring broiled round steak; a summer promotion featuring barbecued chuck steaks; a fall promotion fea-turing broiled chuck steak. Mc-Cann-Erickson, Los Angeles, is the

Filon Plastics Corp., El Segundo, cal., manufacturer of reinforced Cal., manufacturer of reinforced panels used in construction, will invest \$325,000 in advertising this year—30% more than in 1957. Filon ads are scheduled in 15 magazines, five trade publications and two farm magazines this year. Cun-ningham & Walsh is the agency.

Mohican Names Athearn

Donald W. Athearn has been named advertising manager of Mohican Markets, Hartford, Conn. Mr. Athearn previously was in the executive offices of American Tobacco Co., New York.





2 K.S

X.S

X-5

K-5

K-S

K-5

K-5

K-5

K-5 X-5

K-5

K-5

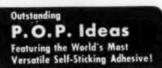
K-5

Double-Duty VICEROY Design

57

K-5

BROWN & WILLIAMSON TOBACCO CORP., of Louisville, enthusiastically adopted a "dollar-stretching" idea developed for VICEROY cigarettes by J. A. WUEST of STROBRIDGE LITHOGRAPHING CO., Cincinnati. He took a proof of a part of a Viceroy display . . . mounted it on KLEEN-STIK . . . and came up with this attractive point-of-purchase piece. Colorfully printed on K-S Kromekote, the new die-cut piece goes up with an easy peel-an-press on walls, windows, counters—anywhere!





3-D Works Good for HOOD

3-D Works Good for HOOD

For new CORONET de luxe ice cream, H. P. HOOD & SONS, Boston, wanted a P.O.P. display with both prestige and punch. Ad Mgr. PAUL EATON and assistant DICK PAPEN worked out this excellent solution with DICK SMITH of the KENYON & ECKHARDT agency. Printed in red, purple, and gold, it's cleverly die-cut to fold into a 3-D package replica. Naturally, self-stickin' KLEEN-STIK Strips provide ca-s-y posting . . . stick tight on any smooth, hard surface. Topnotch production by BUCK PRINTING CO., Boston, thru sales rep HENRY SMITH (no relation!).

Like to see more business-build-ing ideas? Contact your regular printer, lithographer, or silk screen printer...or write for free booklet. "101 Stik Triks with KLEEN-STIK".

KLEEN-STIK Products, Inc.

Wilson Ave. . Chicago 31. III



largest purchasers of spot television. Naturally, they're experts. At Ted Bates, each market is carefully analyzed to determine the most effective television station. Data from the agency's own research department are checked and re-checked, as are market and station facts furnished by CBS Television Spot Sales.

The outcome? During the past year, the Ted Bates timebuyers bought spot schedules on WTOP-TV, Washington, D. C. for eleven of their clients ... major clients like American Chicle, Anahist, Brown & Williamson Tobacco, Colgate-Palmolive, Continental Baking, Minute Maid, Standard Brands and Whitehall Pharmacal.

Good spot to be in, say Ted Bates and 364 different national spot advertisers currently placing campaigns on the 13 stations and the regional network represented by...

CBS TELEVISION SPOT SALES

WCBS-TV New York, WHCT Hartford, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and THE CBS TELEVISION PACIFIC NETWORK

Pillsbury Readies 10th Bake-Off as Gals Buy Flour, Whip Up Water-Rising Nut Twists

MINNEAPOLIS, Feb. 25—The colorful contest, which has award-pillsbury Bake-Off will be back at the Waldorf-Astoria in New York to celebrate its tenth anniversary is anybody's guess. the Waldorf-Astoria in New York to celebrate its tenth anniversary Sept. 22 and 23, following the 1957 contest in Los Angeles.

Exactly how much flour Pills-bury has sold as a result of the

Burrelle's will supply clippings

from daily and weekly newspa-pers — national, sectional or local

magazines, trade-papers,

PRESS CLIPPING BUREAU

phone BA 7-5371 165 Church St., New York 7, N. Y.

Want Information? News?

But this Pillsbury is sure of: the Bake-Off "is a whacking good flour promotion."

There's a new twist to this year's event. Pillsbury has established a program, endorsed by school systems, to run regional school Bake-Offs with the winners going to New York to compete in the main event. To date, Pillsbury reported, more than 4,000 schools are participating in the program.

The contest is divided into three

divisions—junior—12 to 19; bride
—any married woman between 19 and 30; and senior-anyone over

Est. 1888

■ Ten professional home economists who are "prominent food editors of newspapers and magazines" make up the judging panel.

The Bake-Off is the brain child of the Leo Burnett Co., Chicago, which in 1956 handed over the Pillsbury's Best account to Campbell-Mithun Inc., Minneapolis, while retaining Pillsbury mills.

The agency offers three purposes for the contest:

for the contest:

1. To put a bit of glamor into homemaking by offering the housewife an opportunity for recognition in "her very demanding profession."

2. To produce a flow of recipes for Pillsbury's package recipe

service.

3. To stimulate interest in the field of baking in general.

■ The contest—an admittedly expensive affair—has been co-spon-sored each year by General Electric Co., which supplies many of the Bake-Off prizes

The Bake-Off isn't a one-shot event for Pillsbury. It's a year around promotion with each of its

LIVE FREE-Fourcolor ads for Red Heart dog food contest, with top prize of one year's gross income, will run in Sunday supplements of 170 newspapers and comic sections of 105 dailies, beginning March 30. Campbell-Mithun is the agency for the Red Heart division of John Morrell & Co.



The ladies gave the contest name. They substituted Bake-Off thousands of entries. Last year for Pillsbury's originally topheavy name, "Grand National Recipe and amounted to 650,000,000 individual Baking Contest." The noun "Bake-Off" turned up in the 1950 "New Words and Words in the News" supplement by Funk and Wag-

 Studies today indicate that about 75% of American women are aware of the Bake-Off.

Pillsbury has found that women bake primarily to please their families and their husbands. They consider baking more fun than most

household chores.
Statistically, studies show that 50% of American women say that

—and this is particularly true when it comes to home baking. A true the girls what they want, the com-

Pillsbury with 100 top baking recipes, selected from hundreds of copies. They reached American women through advertising, mail-ings, grocery store tear-offs, flour sack inserts, the press and grocery

trade papers.

Here are some of the prize-winning concoctions that homemakers have given to Pillsbury during the Bake-Off: Water-Rising Nut Twists, Or-

ange Kiss-Me Cake, Snappy Turtle Cookies, My Inspiration Cake, Open Sesame Pie, Ring-A-Ling Sweet Rolls and California Casse

role.

Recall of Pillsbury ads promoting 50% of American women say that they enjoy baking; 36% consider home-baking an important womenly duty. Only 12% say they do not enjoy baking (2% had no opinion).

Further, a majority of women do not consider themselves good cooks—end this is particularly true. months after the ad appeared."

major interest, according to Pills-bury research, turns out to be choosing, reading and trying out new recipes. The Bake-Off gives at the same time we believe that · Pillsbury says, the girls what they want, the company feels.

The division only if we give prime consideration to the service aspects of the program can it be successful as a promotional tool." #



"It says here the reservation was made by The Cincinnati Enquirer."

You've seen the Daily Enquirer shooting up in stature to become the Solid No. 1 in Solid Cincinnati. But did you know HOW tall and how solid it has become? Take City Zone Circulation. Its 148,250 now tops the next tallest daily by 25,000. Take Retail Display Linage. Its 10.429,000 lines now overshadow the second daily by a gigantic 2,485,000 lines.* You name it. The Daily Enquirer's almost a sure bet to be biggest by a margin that is getting bigger every month. Want the figures? Call Moloney, Regan & Schmitt Inc.

A GIANT is growing in Solid Cincinnati! ... It's The Cincinnati Daily Enquirer.



One of a series of comments on Metropolitan Oakland as a market by Pacific Coast advertising agency executives.



Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact: Metropolitan Oakland offers a vast and growing market for consumer and industrial goods of every kind. We have seen its phenomenal growth during the years our agency has been in business in this area, and know from long experience in the food business that it is a great market that is getting bigger

and expanding all the time. Its importance, as Northern California's largest population center, demands for it major consideration in any marketing plan covering that area.

HERBERT D. CAYFORD, Vice President BEAUMONT & HOHMAN, INC., SAN FRANCISCO

ONLY THE

Oakland Tribune covers METROPOLITAN OAKLAND*

Daily 208,852 Sunday 235,354 ABC Publisher's Statement March 31, 1957

National Representatives: Cresmer & Woodward, Inc.

> Member Metro Sunday Comics Network

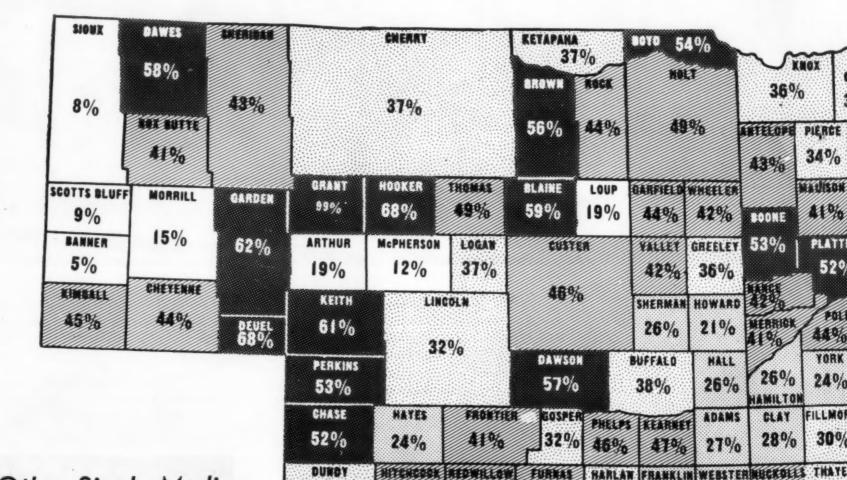
*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



Among the Big Statewide Newspapers

THE OM LEADS I

THE OMAHA WORLD-HE



42%

42%

36%

No Other Single Medium Can Match The World-Herald's Coverage in This Booming, Vital, Growth Market Where 1.6 Million People Have \$2.4 BILLION to Spend!

maha

HARLAN

34%

FRANKLIN

29%

WEBSTER

20%

FURNAL

47%



330

42%

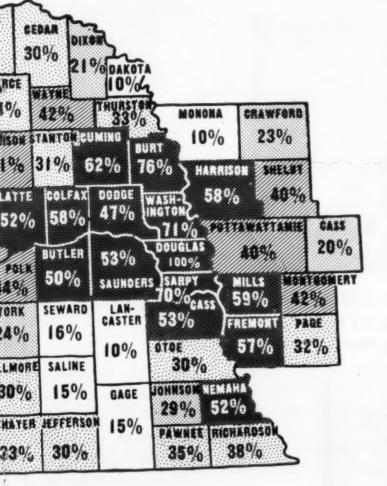
IAHA WORLD-HERALD IN DAILY COVERAGE!

HERALD COVERS OUTSTATE NEBRASKA* . . .

BETTER than any Des Moines paper covers lowa outside its city of publication!

BETTER than any Denver paper covers Colorado outside its city of publication!

BETTER than any Minneapolis paper covers Minnesota outside its city of publication!



*Based on ABC Audits for 12 Months Ending March 31, 1957, and September 30, 1957.

Population figures from 1957 Sales Management Survey of Buying Power.

No wonder The World-Herald beats any other single medium for coverage of this booming market. Besides 100 per cent metropolitan saturation, you also get the amazing plus coverage of valuable secondary markets. This near metropolitan coverage of outstate markets is so substantial it is better than any of the other big statewide newspapers. Better get the Best Coverage... Advertise in The Omaha World-Herald.

World-Herald

250,354 Daily 261,806 Sunday
ABC, 12 Months Ending March 31, 1957
O'Mara & Ormshop National Representatives

O'Mara & Ormsbee, National Representatives

New York * Chicago * Detroit * Los Angeles * San Francisco

Paper Box Group Reduces '58 PR Budget to \$225,000

CHICAGO, Feb. 25—The Folding Paper Box Assn. of America will spend only \$225,000 on its public relations program this year—a substantial cut from the \$305,000

Marie does it FASTER . . . nplete mailings, multi complete mailings, multi-graphing, mimeographing, addressing, fill-in on multigraphed letters, planographing.
Marie keeps your Mail-ing List up-to-date, frees you from detail work. For rush pick-up, quick service and fast delivery CALL WAbsh 2-8655.

Letter Shop . 431 S. Dearborn Street, Chicago 5, Ill. that the group spent last year with Carl Byoir & Associates.

The decision was disclosed in a

story in the March issue of Box-board Containers, a publication in the paper box field. The association's directors have decided how much money they will spend but still haven't decided whom to spend it with, the article said. Byoir was dropped by the association Jan. 31 (AA, Dec. 9, '57).

The public relations committee of the association will recommend

how the money is to be spent at the annual meeting of the organization cy of record for French bird and annual meeting of the organization March 19

. In a signed editorial, Boxboard CBS-TV Adds Two Affiliates Containers insisted the pr budget is still too high—that all it does is eliminate the \$75,000 retainer Television under the extended

Campaign for Bird Foods

R. T. French Co., Rochester, N. Y., will begin the first big print campaign on behalf of its bird food products this year. 13 color ads are slated for Parade and This Week Magazine, and in the Sunday editions of 10 metropolitan newspapers. Merchandising incentives and point of sale mechanical diswill tie in with the print campaign.

Richard A. Foley Advertising pet products.

is eliminate the \$75,000 retainer Byoir charged for executive "time and talent."

A budget between \$100,000 and \$150,000 would just about "glut the market" with material on folding cartons that media could or would use, the publication said. # Relevision under the extended market plan. The station expects to go on the air about June 1. KDUH-TV, Hay Springs, Neb., has joined CBS-TV as a satellite affiliate carrying all CBS-TV programs ordered for KOTA-TV, Rapid City, S. D.

Culinary Arts in Western New York

CATCHY-This b&w page in the March 1 Vogue opens the spring campaign for Gant Madeleine, manufacturer of French fabric gloves. All ads will employ outdoor action situations. Gilbert Advertising, New York, is the agency.

Maps Spring Drive to Boost Education OTTAWA, Feb. 25-A nationwide advertising drive in support of education was announced here last week by the Canadian Advertising Advisory Board. The campaign is estimated to be worth between \$1,000,000 and \$2,000,000 in facili-

Canadian Ad Board

ties and space contributed.

The board, comprising 170 of Canada's leading advertisers, an-nounced the project as the first of a series of public service activi-

es it intends to underwrite.

Daily and weekly newspapers, periodicals, radio and tv. transportation cards and outdoor will be used to enlist greater public support in education.

• Merle M. Schneckenburger of Montreal, board president, an-nounced the drive to the Cana-dian Conference on Education at the conclusion of a four-day meet-

Schneckenburger campaign will be in both English and French and will be based on material produced voluntarily by

material produced voluntarily by advertising agencies, copywriters, artists, engravers and printers.

Member companies would either substitute in their own publicity program the advertisements to be made available or would insert part of them in their own displays. The drive will open in late March and will continue for a minimum. and will continue for a minimum of three months, although som elements will continue for a year.

Spot announcements have been prepared for radio stations and illustrated material is being pre-pared for Canadian ty stations.

■ The CAAB will undertake other public service projects, Mr. Schneckenburger said, and ultimately will have several under way at a time so that advertisers. will have a choice as to which project they want to promote. #

Gottlober to Represent 3 Program Magazines

Sigmund Gottlober, director of National Theater & Concert Mag-azines, New York, has been ap-pointed advertising representative for the two official publications of the U. S. pavilion at the Brussels World's Fair. "The Program Magazine for the Performing Arts," equivalent to a house program, will be distributed free at all performances. The illustrated souvering margine printed in fewer and the source of the state nir magazine, printed in four col-ors, will be sold. Both will be tri-lingual: English, French and Flem-

Mr. Gottlober will also be adver-tising representative for the souvenir magazine to be sold at the 70 performances across the country of the Moiseyev Dance company from Moscow. The first issue will appear April 14.

NC&K Appoints Ellis
Norman, Craig & Kummel, New
York, has named Estelle Ellis a
consultant on the Zefran segment
of the Dow Chemical Co. account. Miss Ellis, a former promotion director of Charm, recently set up her own consultant service, Business Image Inc.



See page 74

FIF A



Since 1948 Western New York Homemakers have received most of

And too, on their show they've met practically every celebrity who has visited the Buffalo area. Bill and Mildred have that kind of program -

service and celebrities for their viewers to enjoy. This adds up to

Consistently the most popular food merchandising show in Buffalo,

If you have a product for home, family or kitchen it would be wise

their happiest receipes and helpful kitchen hints from Bill and Mildred Miller

"Meet the Millers" sells everything from copperware to biscuits to a predominantly

to investigate the Millers and the selling impact they have among the 2,419,000 consumers in the WBEN-TV coverage zone. Our Sales Department or national representatives: HARRINGTON, RIGHTER & PARSONS, INC.

CBS BASIC

on their popular WBEN-TV "Meet the Millers" Show.

sales and profits for their sponsors.

female audience every week day afternoon.

will be happy to fill you in on details.



all in one basket

More and more—those who have media, supplies and services to sell to the world of advertising and marketing are putting their promotion eggs in one basket: Ad Age!

Reason: the National Newspaper of Marketing offers them the greatest following of important advertiser and agency executive readers ever attracted by an advertising journal. Today, more than 153,400* rulers of the marketing roost read the 40,429* paid subscription copies of Ad Age each week!

If you've been scratching around for a bigger share of this \$10 billion-and-growing market, this is the basket that can hatch the advertising and profit plans for you. Circulation

records prove it, readership surveys show it, the greatest advertising linage ever awarded an advertising journal testifies to it: Advertising Age is the one great medium powerful enough to do the job alone!

As filed with ABC, subject to audit—
ABC statement for six month period ending Dec. 31, 1957, shows average total paid circulation of 40,429.

important to important people

200 EAST ILLINOIS STREET * CHICAGO 11, ILLINOIS





YOUNG & RUBICAM, INC. Advertising

NEW YORK \cdot CHICAGO \cdot DETROIT \cdot SAN FRANCISCO \cdot LOS ANGELES \cdot HOLLYWOOD \cdot MONTREAL \cdot TORONTO LONDON \cdot MEXICO CITY \cdot FRANKFURT \cdot SAN JUAN \cdot CARACAS



The commercial you never pay for

When a commercial makes friends, it makes salespeople, too.

Friendliness to start with—in the commercial you do pay for—can win you millions of "commercials" that don't cost you a cent.

Knowing how to put that kind of friendliness into your commercials can make a great deal of the difference between an advertising appropriation which is merely *spent*—and an advertising appropriation which is *invested*.

Advertising Age

Excellent, Says the C.M.

Notes on the FCC Probe

Have a Lift with Armstrona

What About Chain Store Figures?

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Healthy Skepticism About the Obvious' . . .

How to Develop Ideas—by Acquiring and Cultivating Four Major Creative Characteristics

By Joseph G. Mason Batten, Barton, Durstine & Osborn Minneapolis

Ideas are vital factors in business survival today. Business, science, and government need all the ideas they can get. But in any type of organization, creativity must come from the top. Top and middle management executives must set the example.

If an executive himself is not a spectacular idea man, he must at least have enough knowledge and understanding of the creative processes that he does not inadvertently block or discourage fresh or different kinds of thinking within his organization.

■ This article covers two areas of creative thinking: the factors affecting creativity in you, as an individual; and some practical operational techniques of deliberate creativity—devices and procedures you can use to prime your imagination when you need ideas.

All studies to determine what makes a person creative point to four principal characteristics:

- Problem sensitivity.
- Idea fluency.
- Originality.Flexibility.

Experiments have demonstrated that all four of these can be acquired or developed to some degree in any individual. This does not mean, of course, that a person who rates low in using his imaginative faculties can suddenly be turned into a creative ball-of-fire. But he can, through application, learn to do more with what he has. At the same time, the naturally creative person can, through experience, learn to raise his already high creative output even higher.

Problem Sensitivity

This is basically the ability to recognize that a problem exists; or to be able to cut through misunderstanding, misconception, lack of facts, or other obscuring handicaps, and recognize the real problem.

An example of an initial lack of problem sensitivity occurred during a course in creative thinking being conducted for a major research organization. As a homework exercise, the scientist-students were given six cartoons from magazines and instructed to write new captions for them. One young chemist turned in a particularly good set. After class, the instructor complimented him.

"Thank you," replied the student, "but those were just switches on someone else's ideas. I want to learn to think up new things."

To the instructor, this was the tip-off

There isn't a person in marketing who can't be better at his job if he improves his ability to develop ideas. To help you improve that ability, here are four approaches, outlined in detail by a member of the staff of Batten, Barton, Durstine & Osborn, where a great deal of attention has been given to idea-forming techniques.

that the student, who had demonstrated an ability to be imaginative, had not learned to use his imagination to find opportunities for applying ideas. At the next class session, the instructor pointed out opportunities for chemists. Right in the room were the paint on the walls, finishes on furniture, composition ceiling tiles, flooring material, window glass, even the clothing the students were wearing and the textbook materials they were using. All of these represented opportunities for chemical improvements in either basic materials or methods of manufacture. He then gave the students the assignment of bringing in a list of 10 such opportunities the next week.

When, the next week, he asked the young chemist how he had made out on this assignment, he received a self-satisfied smile and the reply: "I've got a couple of ideas that I'm not even going to tell you about—I'm taking them home to work on myself!"

■ Actually, the easiest way to improve your problem sensitivity is simply to keep



in mind that nothing is ever as well done as it could be. Every man-made article, every business operation, every human relations technique can be improved and some day will be. In every situation you encounter as an executive, no matter how many times you have met and handled it before, an opportunity exists to find a better way. If you can once learn to recognize these problems as challenges to your own creative effort, you will be half-way to



finding creative solutions to such opportunities.

Idea Fluency

This term simply means that a person can pile up a large number of alternative solutions to a given problem in a given time. The value of this lies in the fact that the more ideas you have, the greater your chances of finding a usable one; the more plentiful your opportunities to get out of the same old ways of doing things.

Idea fluency depends largely upon personal mental habits. It is an attribute that can be developed or improved by nearly every person who will consciously apply himself to it. The theories covering fluency development are simple:

First, remember that it is quantity you are after. Second, don't mix evaluating with your idea gathering. Get your ideas first—worry about whether they are good or not later on.

Devices to aid fluency development are just as simple, but more plentiful. Here are a few of the more common ones. Don't be surprised if you find that you already use one or more of these. Most executives use such techniques from time to time. The value of having them formalized lies in the confidence it gives you to know that these tools exist, that they have a purpose, that you can use them whenever you feel the need of them.

■ Make Notes. The use of notebooks, or "think books" or "idea traps," as they are sometimes called, is almost universal. Nearly every business man carries at least one pocket notebook or some substitute such as 3x5 index cards or scratch pads. Unfortunately, carrying it is often as far

as he gets. Or, if used, it is merely a recording device for statistics such as names, addresses, or what to tell the serviceman about the car next time it goes in.

Note-making can be a big help in idea producing if the right kinds of notes are made and the right uses made of them. The first useful kind of note to make is one that captures any stray idea. Write it down. You have probably had the experience of "going to sleep on a problem," and waking in the middle of the night with a good idea. It was so obviously good that you knew you would remember it in the morning. But came the dawn and disappointment. The problem was still there, but the idea was gone. Idea men who really mean it keep pencils and pads all over the house and office to capture those stray ideas immediately, before they have a chance to get away.

Record your observations of circumstances: plant operations ... personnel conflicts ... office procedures ... production problems. Later, when you find yourself with even a few free minutes, you can use such at-the-moment notes as a base for giving the circumstance some thinking time.

■ Record your conclusions or opinions on problems you have been thinking about. Frequently, a person spends hours, even days, working on a problem. After reaching some good conclusion (an idea or decision), and acting on it, he puts the problem out of his mind to work on the next one. Later, the first problem may recur in the same or a different form. The man may recall that he had thought that problem through once, but without a record of why he did what he did, chances are he will have to do it all again . . . or else take the risk that all conditions are still the same and the same action is still appropriate.

The statistical note does, of course, have a place. You should certainly form the



habit of noting anything that may have possibilities for future use to you, however remote those possibilities may seem at the

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moment. In this class of notes may be included clippings from newspapers, magazines, books, etc. Psychological tests have established that on information of average interest (i. e., neither slight nor vital), the rate of forgetting is 25% within the first 24 hours; 85% within a week. In the face of this, pure memory-substitute notes do make sense.

But along with your note-making system, you will have to develop a note-using system to which you transfer your spurof-the-moment notations at the earliest opportunity. This can be as simple or as elaborate as the problems you are making notes on. Actual systems used by success ful and creative executives range from a simple cigar box (which never fills up because the owner constantly pulls out and uses his ideas) to an elaborately indexed and cross-indexed library of loose-leaf notebooks used by a leading physicist. (He does the filing and indexing himselfclaims he gets the same pleasure and relaxation out of it that other men get out of arranging stamp catalogs.)

Whatever system you devise, remember that the objective is to enable you quickly to gather everything you have seen, read, heard, or experienced on a problem or problem area when you need it. Then, when you have the problem, be sure to use the notes. Frequently, the hardest part of solving a problem is just getting started on it. Your notes can provide a take-off or starting point to get you going. They will help stimulate your imagination as you begin the search for ideas.

• Pick Your Time to Be Creative. Every individual runs on a daily cycle. Each of us has a time during the day or night when he is most capable of creative or imaginative thinking. Conversely, you probably also have a time when you are most capable of cold-blooded analytical thinking. Your personal cycle is something you will have to analyze for yourself. Once you find it, however, set it aside and guard it zealously for ideating—use it for thinking about problems with a view to getting ideas.

In the same vein, you may find that you create best in some special location. If so, try to use that location for creating. It is probably too much to hope that your day-



to-day working schedule can be arranged to let you use both your favorite time and your favorite place for idea collecting, but if you should be fortunate enough to be able to have it this way, by all means do so. You want to give yourself every break in going after ideas.

• Set a Deadline. It is human nature to procrastinate on problems. Yet prolific idea men find they are at their most creative in spurts—they get their best ideas when they really go all out to get them. Sometimes, of course, there is a real and practical deadline to supply the urge to push yourself mentally. But you can also simulate such pressure by setting a deadline for yourself. If you really want to get yourself emotionally involved in meeting that deadline, just tell someone else that you are going to come up with 10 or 20 new ideas at such and such a time. This brings up another good individual spur:

· Give Yourself a Quota. Remember that

the aim of developing fluency is to build up your capacity to generate quantities of ideas. So start shooting for quantity right away. Don't set an impossible task for yourself, but if you can usually think up two or three ways something might be done, try setting a quota of at least five ways. When you can make five, up your quota to 10. When you get to 10, try 15 or 20. You shouldn't have to keep this up long before you will notice that, when a problem presents itself, your mind will automatically begin to run through many different ways of handling it.

You will probably find that the quality of your ideas is improving right along with the quantity. This gets back to the basic advantage of idea fluency: If you have a problem, and you have only one idea as to how to solve it, then good, bad, or indifferent, one idea is all you have. If it happens to fail, then you are right back with no ideas. If you have two ideas, chances are one will be better than the other. If you have 20 or 50 or 100 ideas, your biggest problem may then be to decide which is the best.

Originality

In the problem-solver this assumes many degrees. Ideas can range in value from the completely new abstract math-



ematical theory down to a way to save 10 cents a day in the mail room. In practical, everyday business problem-solving, complete newness, or pure originality, is usually not what is needed. In fact, it may not even be wanted. The originality required of the business executive is more likely to be that of finding new ways to vary existing conditions, or new ways to adapt existing ideas to new conditions, or a new modification of something that will fit in an existing condition. The difference between a great business executive and an ordinary one is often his ability to produce these original variations to meet existing conditions.

The creative attribute of originality can also be developed, or at least simulated, to the point where it meets the requirements of successful business operation. The secret is in the systematic use of questions.

■ One of the most noticeable characteristics of highly creative people is their overwhelming curiosity. These people are always asking themselves, and others: "Why is this made this way?" "Why do we follow this procedure?" "Is this object really necessary?" "How can we improve the way we do this?" Charles Kettering calls it "systematically challenging the obvious."

The person who does not have this questioning ability will probably never be creative. But such a questioning approach to life, or to business operations, is largely a matter of habit. Therefore, it is something that can be learned. Almost every business organization or business executive makes use of checklists in one form or another. Usually, these are just to remind us not to make any mistakes in an accepted procedure. But another form of checklist can also be used to remind us not to forget to be original. This is made up of operational questions that challenge the obvious aspects of a problem. Using such checklists to spur ideas can be the

basis for forming the questioning habit in an executive,

Before going any further on this subject, it should be said that the executive should never forget that his questioning must be done in a positive frame of mind. Too many people use such questions as a way of establishing their presence in an organization. They never go after the answers—they just raise the questions. The object of creative questioning is to uncover new possibilities for better ways of doing things. The person who asks a creative question does so with the intention of trying to find the answer himself.

■ The best type of checklist is one you make up yourself to fit your own types of problems of a recurring nature. Using such a checklist takes a certain amount of initiative, however. Just a mechanical use of a checklist does not produce originality. The purpose of such questions is to provide challenges to obvious ways of doing things. Therefore, the answers to these questions must be well thought out —even if the final answer is: "No; this is the best we can do right now."

Idea checklists can often be improvised. too. For instance, a sales manager looking for new customers might get real benefit out of just leafing through the yellow pages of a telephone directory with an open mind. An office manager, trying to develop a more efficient utilization of office space, might get some ideas by paging through a trade publication devoted to hotel or kitchen planning. Since you are simply trying to find new or different ways of solving a particular problem, you can never tell when or where you will find an idea you can borrow. The originality may consist of the fact that this has never been used in your particular field beforeif it will solve your problem, settle for

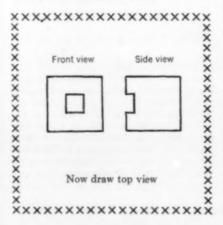
Creative Flexibility

The quality of creative flexibility is largely that of being willing to consider a wide variety of approaches to a problem. This, in turn, is largely a matter of attitude. Rather than obstinately freezing onto one particular idea, or a single approach to a problem, the flexible person starts out by remembering that if one solution won't work, he can always approach the problem from another angle. This is also called "creative expectancy"—meaning, the creative person just plain expects to solve the problem, no matter how many failures temporarily delay the solution.

You can't go far on the subject of creative attitudes before running into the mental blocks that restrict or hamper creativity. Dr. James E. Gates, dean of the School of Business Administration, University of Georgia, has summed up these psychological quirks rather succinctly as "the way we feel about things... the way we see things... the way we think we ought to go about things."

• One quick pencil-and-paper demonstration will probably suffice to show how common mental blocks can hamper you in a search for ideas. Let's consider the way we see things:

Here are two drawings of an object—the front view and a side view:



Now, before you read any further, take your pencil and, in one minute, draw the top view of this object.

You will find the top view, and also a cross section view, at the conclusion of this article. Chances are, you have drawn the top as a square or rectangular shape. Or, if you suspected a trap, you may have taken a wild stab at some variation of a straight-sided figure. However, this particular object is a cylinder. The square on the front representation and the notch on the side view, show a small rectangular area milled off the side of the cylinder. Therefore, the top drawing should be a circle.

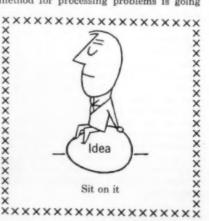
Why did you try to make a square or straight-sided figure? Because you were probably hampered by a perceptual block. Because two dimensions of the object appeared to be square, your mind immediately short-circuited to make the third dimension square also. Now translate this simple demonstration into a business problem, where two or three known factors are given to you, and you can easily see why it is sometimes difficult to prevent yourself from being forced into an obvious assumption about a third factor that may completely mislead you as to the course of creative action you should take.

 Overcoming such mental blocks to creativity is, again, largely a matter of developing a healthy skepticism about the



obvious. And the necessity to avoid being blocked makes a good case for having a systematic approach to solving problems.

As in checklists, the chances are no one method for processing problems is going



to serve every business man's needs,

Again, the best method you can use will probably be one that you make up yourself to suit your own types of problems. Therefore, the following method should be considered only as an example of what you might consider developing.

- Define the Problem. If it is large and complex, break it down. It is much easier to handle a series of small problems than one big problem that may be dismaying in its apparent complexity. Be sure that you yourself sufficiently understand the problem before you try to solve it. Try to state it in 10 words or less. Try to state it several different ways. Try to explain it to someone completely unfamiliar with it. Such devices can help clarify your own thinking.
- Get the Facts. Study the conditions and

New York is an ocean liner. New York is a suburban train. New York is 5 million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.



relationships of the facts with a view as to how they will affect the value of any solutions you arrive at. You can't know too much about the background of a real problem when you have the job of solving it, but resign yourself—no one ever has all the facts. Sometimes just a good, thorough study of facts will make the problem solution apparent. If so, you can then forget the rest of these steps. But if, after studying the background and conditions of your problem you still don't see a solution then...

- Go After Ideas—but lots of ideas—all you and anyone you can get to help can think up. It is characteristic of any kind of problem susceptible to creative solution that there are many feasible solutions. The only guarantee you have that you will eventually pick the best solution to a problem is by making sure that you have thought of every possible solution. This is where idea fluency pays off. It is in this stage of the problem-solving that you use the various spurs and idea-starting mechanisms already outlined. And remember, don't at this stage let evaluation interfere with your idea collecting.
- Use Incubation. If you have labored over a problem, and haven't as yet found a satisfactory solution, you run the risk of frustration. The best thing to do then is to get away from the problem—let up on your mind. Your conscious mind is only a small part of the mental powers at your disposal. Back in the memory cells of your mind may be dozens of facts and associations that you have completely forgotten about, and so haven't brought them into use on your particular problem. But they are still there in the subconscious. If you can just give them a chance, they may help you find the solution to your present problem.

Incubation is commonly referred to as "sleeping on the problem." In actual practice, however, it may be just a matter of breaking away from your desk to take a walk to the water cooler, or timing yourself so that you can knock off your concentration to go to lunch.

■ Evaluate Your Ideas. No collection of ideas, by itself, is worth anything until something is done with them. This means that plenty of cold-blooded judicial thinking has to be exercised and some decisions made. If you follow the procedure of starting with a quantity of ideas, it is probably best to do the evaluating in two stages: first, screen the ideas roughly for "possibles," "probables," and outright "impossibles." Then, tighten up your evaluation on the probables and possibles. There is also plenty of room for imagination in this decision-making phase. Often a seemingly impossible idea may be susceptible



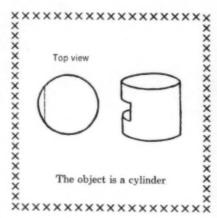
to a switch to make it usable. Asking creative questions about bad ideas can often develop new ideas or approaches that will be usable.

A final word on evaluating: You must learn to be objective. Too often, a person with a problem will go through all the motions of being organized and methodical in orienting the problem, gathering his facts, collecting literally dozens of ideas, and then will throw all the previous work out the window by adopting the idea he favored in the first place simply because he couldn't maintain his objectivity to the end.

Everything mentioned so far has concerned itself with what the executive can do to promote his own creativity. But no executive operates in a vacuum. A good executive realizes that he must operate through other people. In trying to inspire other people to be more imaginative or more creative, there are a few factors you will have to cope with. Recognizing that these exist is really the key to overcoming them, because an understanding of the situation will help you in planning your approach.

Here are a few of the things that keep the average person from being creative:

- Natural Resistance to Change. People get in a rut. They like the ruts they are in because they know them so well.
- Laziness. Getting out of a rut requires effort. Creative thinking entails the hardest kind of mental effort. Unless there is some great incentive, and money is often not enough, people prefer the status quo. Life is so much simpler that way.
- Lack of Confidence. This comes from a lack of experience. The organized effort



to promote more creativity is a relatively new force in our culture. You may as well assume that, up to now, no one has ever tried to encourage your workers to use their imaginations; no one has ever made them conscious of ideas, or what ideas are, or how to go about having them. You have the job of developing the confidence if you want the creativity.

• Fear of Ridicule. This is ingrained in most people through having, at some time in the past, had their ideas laughed at or ignored. It is still common practice today to criticize or laugh at unusual or different ideas before we have taken the time really to think about them and determine whether they are good or not. The executive who wants more ideas from his organization first has to create the atmosphere of encouragement and appreciation of creativity—the climate of safety—the freedom to fail.

No executive can inspire creativity if his own attitude toward it is skeptical.

■ The creative atmosphere cannot be accomplished through a complete organization overnight—no matter how sold or willing the management. This is even more so in the case of a company that may not have been paying too much attention to workers and their ideas in the past. But one thing we do know: Creativity must come from the top.

It could easily be that the road to success, fame, and fortune for an aspiring executive will be that he has used his own imagination to analyze, develop, and solve the problem of infusing his company with the necessity and the means of getting all-out, imaginative, creative thinking from everyone. #

The Creative Man's Corner . . .



Serious, Pleasantly Disarming



If the purpose of advertising is to present usable information, which we happen to believe it is, then this Polaroid ad merits a large measure of commendation. For it presents its information in a serious, yet pleasantly disarming way. There is no raucous headline, bellowing for attention. There is no buttonholing signature. Instead, a magnificently sharp and detailed photograph is presented—at which anyone interested in fine photography will inevitably stop to look and inspect and admire and wonder how it was done.

What better preparation for a sale?

Now, with commendable brevity, the copy tells the full story—all your aroused curiosity needs to know to stimulate your acquisitive instinct. "You are looking," it says, "at an enlargement of an actual 60-second Polaroid Land picture. It was taken with the remarkable new panchromatic Polaroid Land film. Notice the critical sharpness, especially around the clown's chin, and the over-all delicacy of tone. Today's Polaroid Land camera not only gives you finished pictures in 60 seconds—but pictures of astonishing quality. You can own a Polaroid Land camera for as little as \$72.75, or \$1.50 a week."

Only gratuitous adjective we can find—and deplore—is "remarkable." Yet, looking at the fineness of detail, we can forgive the advertiser for trying to put words in our mouth.

This is excellent advertising—which accomplishes its job without blatancy or overstatement and in a manner calculated to attract anyone interested in good photography. #

Looking at Radio and Television . . .

Morals to be Drawn from FCC Probe

By The Eye and Ear Man

The current investigation of the FCC commissioners, which started out to determine whether there was undue influence exerted by the executive branch in the issuing of valuable television licenses, has stirred up a good deal of attention and self-examination because of the veer it has taken toward personal ethics and conflict of interests.

Every executive in advertising—especially electronics—has at one time or another accepted favors from a supplier. These have taken the form, in the mildest sense, of free dinners, lunches, or cocktails with the "little woman" tagging along for a free show.

In their extreme they have been known to take the form of expensive gifts as lavish as a car, cases of scotch, trips, cash "loans," boats, etc. It is even reliably reported that several talent agents have been known to cement a friendship by supplying a form of entertainment that is even more basic and fundamental than any of the above.

■ The fact is that, in moderation, this subtle form of reward or subornation is an accepted practice and it takes a nimble dodger to avoid any contact with it. It is hard, for example, to return a Christmas gift of a case of scotch with a "no thanks note"; it is complicated physically and



The new generation means NEW BUYING POWER . . .

And there are more *new* buyers with more *new* buying power packed into BOYS' LIFE than you'll find in any ad medium today...

Reader Family Buying Power (Starch)

Home Ownership

BOYS' LIFE			77.4%
AMERICAN HOME			76.3
MC CALL'S			72.5
LADIES' HOME JOURNAL			70.7
LIFE			68.9
GOOD HOUSEKEEPING .	0		68.8
SATURDAY EVENING POST	T		68.0
PARENTS' Magazine			63.7

Home Improvement

(painted or redecord	tee	1 11	i las	t 12 mon
BOYS' LIFE				48.6%
WOMAN'S DAY				45.8
BETTER HOMES & GAR	DE	NS		43.0
AMERICAN HOME				40.6
HOUSEHOLD				40.6
LIVING FOR YOUNG				
HOMEMAKERS				40.3
PARENTS' Magazine .				40.2
GOOD HOUSEKEEPING				38.1

Car Ownership

BOYS	L	IFE		0				0	0		93.4%
FIELD	&	S	TRE	AM	1.				0		93.2
POPU	LA	R S	SCI	EN	CE						92.8
TIME											89.0
SATU	RD	AY	EV	EN	ING	F	05	T	0	0	88.9
LIFE									0		86.6
LOOK		0.	0.	0	۰	0			0	0	86.3
NEW	Y0	RK	ER				0				79.3

Median Income

BOYS'	LIF	Ε						\$5,682
SATUR	DAY	EVE	NIN	G P	05	T		5,666
GOOD	HOU	ISEK	EEPI	NG				5,633
MC CA	LL'S							5,614
READE	R'S	DIGE	ST			0		5,590
PAREN	TS'	Maga	zine					5,434
FAMIL								
WOMA								

Reader Buying Power

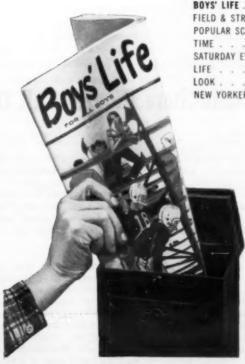
(BOYS' LIFE Surveys)

89.4% own bikes
74.3% own baseball equipment
72.9% own cameras
59.1% buy records
55.9% own power tools
80.4% build plastic models
70.7% own fishing gear
40.7% own rifles

You name it... they buy it... a big new buying market buying brands for the first time. In fact, 85 advertisers ran at least a page in BOYS' LIFE in 1957 to register those big first sales impressions on the most impressionable buying public there is... youth! It's growing... growing... 25 million today; 35 million by 1965. America has never seen anything like it before. While the total population will rise 15% in 10 years, youth will jump 53%. And the \$9 billion they spent and saved last year controlled 25% to 35% of the total national income. It doesn't just make sense to advertise to youth today; it's a vital necessity. And BOYS' LIFE is the biggest youth magazine in publishing history.



the magazine that reaches the NEW generation. Published by the Boy Scouts of America



mechanically and it is somewhat rude.

The skill is in minimizing the practice and scrupulously avoiding any prejudice to enter into decisions affecting a vendor who has become a friend-with or without gifts. This art has been fortunately acquired by most radio and television execu-

One of the easiest ways for companies to avoid any temptation is to provide adequate salaries and expense accounts for employes. For example, while it is ungen-tlemanly and stupid to oppose any economy on the part of the government, there is little question that an allowance for government business (so skimpy that no first class hotel has a room as cheap as the daily allowance) can only lead to acceptance of gratuities in some other form.

It is also a perfectly normal reaction for a man taking a business trip that extends over a period of days or weeks to take his wife along. Chances are that this simple act will keep him from excessive dissipation and will make a better worker out of him. Yet few companies recognize this sociological and philosophical value.

It is also evident that sending a poorly paid man to make decisions involving millions of dollars' worth of profit can only lead to trouble. This is true in the FCC as well as other branches of government. Anyone who is doing well and has had his income tax examined by a civil service inspector is instantly aware of this lack of understanding.

Everybody in the advertising business would be wise to take a lesson from the grisly publicity of the investigation of a poor government employe and look forward to the same kind of investigation of the advertising business some day in the same light.

- · A few rules should take care of the pro-
- 1. Don't accept any gifts of any kind of

more than \$5 value.

- 2. When entertained by a vendor, limit the lavishness of the entertainment and occasionally pick up a check.
- 3. Make it a point to warn vendors offering extravagant gifts that you will have to be biased against them if they persist.
- 4. Encourage group decisions so that ven friendships cannot be construed as favoritism.
- 5. Remember that every favor you accept is going to involve a demand for a favor in return.
- 6. Better to fight your own company for an adequate expense account and salary than to defend your reputation for having accepted the equivalent from outsiders.
- 7. Marry a rich woman and take her along on business trips at her expense.

To the U.S. government, the investigation should teach a lesson. The FCC has become such an important body in licensing stations which may easily lead to fortunes, that adequately paid, qualified experts should be hired as commissioners. They should have expense accounts equivalent to the industry they rule. It is en-tirely possible that a management survey will show that the function of the FCC should be divided into several sections for efficiency and proper staffing.

To advertising men, the probe should make it apparent that every man's life is sooner or later an open book to be scrutinized closely by friend and foe. It is wise to examine every act in this light. If the test of "what I do at this time will be testified to in court" is applied to each act daily, there will be no problem as to what can or can not be considered right. The advertising business is viewed skeptically by clients and by outsiders. The reputation for lavish living coupled with little real value to society persists without regard to its truth. Each act of an adman should avoid perpetuating this myth. #

From an Art Director's Viewpoint . . .

The Whole Story at a Glance

Before jumping on this ad, let's go up to the attic and unroll that dog-eared manifesto about 24-sheets. (That means billboards, those things along the highway, if any of the laity have wandered in. Not

those green thingsthose are called "trees." Those big signs. Those, well, you know, uh. 24sheets.)

Anyhow, this manifesto in the attic says you gotta have a clear silhouette. The tourist is going 40 miles an hour and he's got dirty windshield. You

can't give him a lot to figure out in a picture. On a billboard, you gotta give him a clear silhouette. You gotta give him the whole story at a glance. Only way you can do that is give him a clear silhouette.

• Well, today I'm not driving. I'm not going 40 miles an hour, and even if I could slow down that much, my friendly old station attendant would have given my friendly old windshield a friendly old wipe when he tried to sell me that friendly old \$20 complete winterizing and tune-

I'm not driving. I'm sitting here looking at the picture magazine the oh-so-kind stewardess gave me and my name is Gretchen Oberholzer and I got on at Templehof and I have long yellow curls and I'm 14 and mine brudder has der seat next to der window and my ears are ringing

from der altitude. So soon we will at Idlewild put down the wheels and bump there will be my dear Aunt whooom I have never seen and who can speak English but I can't. Not one word of English can I speak. But I will show her this picture and she will buy me a green bottle like I see here and I will march straight off to the ladies' washroom in the terminal and wash my long yellow curls with the stuff in the green bottle, and boyohboy that stuff in the green bottle must make your scalp feel nice, no?

Yes. Like I say, you gotta have a clear silhouette. #



Looking at the Retail Ads



By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

The ads today are for a Plymouth and a man's suit. We might have used an ad for any of a dozen cars, or any of many other products offered by great stores. Today, most advertising seems to have come out of a single spin-bucket, wherein a bunch of glittering generalities and claims are spun with product names and an ad issue forth. There seems to be some sort of tacit agreement, however, that each company will be permitted the exclusive use of a few phrases. No one but Chrysler uses the Forward Look, for instance-and only Ford uses Nothing Newer in the World. Aside from a few perfunctory differences, the stuff is pretty much the same. Long on glib generality, short on honest, earnest, service-rendering sell.

In Civil War history, particularly as regards earlier battles of the war, we seem to read again and again of an army thathaving driven its foe from a given position—thereupon stopped and considered its victory won. Too rarely did such a victorious" army press forward past the gained position with a view of making victory complete and worth all possible.

■ In "Divided We Fought," a Confederate soldier typically tells of abandoning Bloody Lane, saying: "Oh, how I ran! . . . the enemy having taken our position appeared to think they had performed wonders, for instead of pursuing us and shooting us down, they began to give reg-



ular methodical cheers, as if they had gained a game of baseball."

Isn't that what occurs with much of today's advertising? Like the inexperienced amateur armies, not inured to the terrible finalities and necessary perpetual pressures of war, a great many advertising programs, national and retail, are thought sufficiently prosecuted simply by the placing of good looking ads in media—upon which the "self-cheering" commences. But experienced sales campaigners who have been through depressions and have learned that advertising and marketing are economic war, wish to press their advantages to the fullest limits. The act of advertising, of placing ads, is not enough for them. They keep asking as they press forward: "How far can we carry this selling effort? How much more can we accomplish? How much more can this program advance our cause? How much more 'sell' can this ad achieve?"

 There is virtue in doing any selling whatever, of course. But the superficial character of much advertising today suggests that far more people are concerned with creating impressions than making

It is rather interesting, I think, that in all the matter I have read on motivation research, I have found no researcher coming up with the fact that one reason people are motivated to buy is because of highly effective, vigorous, intelligent selling effort, persistently applied. It will be a great day when someone in modern advertising research discovers this. #

On the Merchandising Front . . .

What Do Chain Store Figures Tell Us?

Various compilations are available giving chain store volume in the different retail fields-food, drug, variety, etc. Moreover, stockholder reports are available in connection with those chains whose

ecurities are publicly

held. But it is a rather ments of a chain, when

frustrating experience to try to appraise the precise accomplishspecific particularly one consults solely the typical tables of annual salesstore unit statistics

(Somewhat more information may be available in annual reports, although here, too, truly significant data tend to be lack-

However, since annual reports will vary in content chain by chain, suppose we confine ourselves to the regularly-published reports on chain store sales. They tend to be more uniform. Generally, these reports will give-month by month and year by year-total dollar volume and number of stores.

· Accordingly, we find that, among the variety chains, 1956-1957 figures for Woolworth and Grant's showed that:

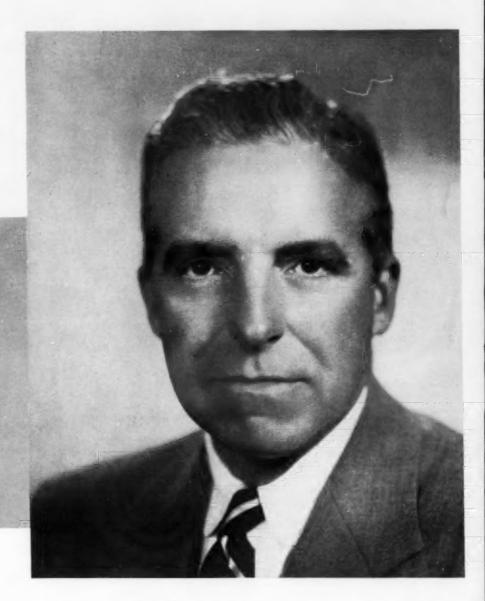
1. Woolworth rolled up a total volume for 1957 of \$823,713,000. This represented a gain of 2.2% over the comparable figure for 1956. In 1957 Woolworth had 2,114 stores—in 1956 Woolworth had 2,095 stores. This was a gain of a bit less than

"Advertising Age is must reading for us..."

says HOWARD H. McCULLY

Vice-President

Morton Frozen Foods, Inc.



HOWARD H. McCULLY

Mr. McCully received his degree from Washington University's school of business administration in St. Louis, Mo. His first employment took him to the Kroger Co. 25 years ago, with aspirations of gaining merchandising experience which would eventually lead him to the advertising agency business.

He was advertising manager, sales promotion manager and sales manager of the Oleomargarine division of Durkee's Famous Foods during his five years with the central division in Chicago. From here, Mr. McCully moved to New York and the American Home Foods Co. as division sales manager. He also held the titles of sales comptroller, assistant to the president, eastern regional manager and then middle western regional manager during the years 1943-48.

At Minute Maid Corporation, he was sales manager for four years and in 1953, he joined Morton Frozen Foods as vice-president in charge of marketing.

Mr. McCully's interest in the development of frozen food merchandising has absorbed his time and effort to the point where he never did get around to the agency business as previously contemplated. "Advertising Age is must reading for both the writer and our sales promotion department. I look forward to my reading of Advertising Age, not only for information as to what is going on, but also as a source of ideas that we can use in our selling and merchandising program."

important to important people



200 EAST ILLINOIS STREET - CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE - NEW YORK 17, NEW YORK

1% in number of stores.

2. Grant's turned in a \$405,236,000 volume in 1957. That represented a gain of 6.7% over 1956. In 1957 Grant had 692 stores; in 1956 this chain had 629 stores. The gain in store units was almost 10%.

· So Woolworth showed a 2.2% gain in volume with an under 1% gain in number of stores. W. T. Grant showed a 6.7% gain on volume with a 10% jump in stores.

Does this mean that Woolworth is turning in a better performance than Grant? Of course not.

Actually, the figures don't mean a blessed thing.

• There are at least three fundamental profit factors that must be weighed in order even to begin to approach an understanding of the relative astuteness with which a retail chain business is being run -at least three, and before arriving at a final determination other key factors would also have to be studied. These three fundamental profit factors in chain retailing include:

1. Return on inventory investment-return on total investment.

2. Inventory turnover.

3. Dollar volume per square foot.

These would be meaningful statistics. Provide such statistics, to continue our example, for Woolworth and Grant, and one would be making some progress in analyzing the relative performance of these two great chains. Provide such figures for all of the major variety chains, and a good start at a comparison could be made between them. Provide such figures for each of the chains in each of the major chain classifications—drug, food, variety, shoes, apparel, hardware, appliance, etc.—and progress would be made in arriving at a comparison between the various groups.

But simply to give total dollar volume and total number of stores can even be misleading. Let's return again to our example: Woolworth added less than 1% in total units in 1957; Grant added almost 10%. How many stores did each close? How many new stores did each add? (These figures are probably available in the annual reports of these two chains, but not in the typical tables to which I am referring.)

Okay: suppose we find out how many new store units were added by both Woolworth and Grant and how many each closed. How revealing is this bit of information? In reality, it is as revealing as a chemise dress! The significant figure here would be the total number of square feet of selling space each of these two chains wound up with in 1957 as compared with 1956-plus a comparison of dollar volume per square foot of selling area for the two years. Then we might at least determine whether either-or both-of these chains is showing a healthy gain in dollar volume per square foot. (We could then also compare these figures with the similar figures of Korvette's and Masters, plus comparative figures on investment return and turnover. Such a comparison would be revealing indeed!)

 I would be curious to see other statistics concerning the great chains. Such figures as their obsolescence charges-wanted because there is reason to believe that the obsolescence rates of some of the chains have hardly kept pace with the astounding step-up in the rapidity with which stores as a whole, fixtures, etc., are now becoming obsolescent. Such figures as the aversale ticket-broken down by "A" store units, "B" store units, etc.—are wanted because there is reason to believe that the average ticket has not kept pace with the multiplication in inventory classification, with the upping of price lines, with larger floor areas. Such figures as the number of store units showing declining net profit percentages; the number of store units showing losses; the relative profit performance of stores opened in 1956-1957 as compared with older stores—wanted, among other reasons, because there is reason to believe that some of the newer shopping center locations have fallen far short of planned figures.

I could go on, but the only point I am making here is that anyone who simply takes chain store annual volume figures plus number of store figures and attempts to arrive at any significant deductions from these two sets of statistics is attempting the impossible. Those who compile these figures may very well remark that any darn food knows this. Perhaps so -then why publish these figures at all? #

Reader's Digest

TITLE LEADS-Millions of people have high regard and even affection for Reader's Digest. Hence I believe this advertiser was most wise when he played up Reader's Digest dominantly in his headline. A big book for 10¢ borders on being an almost incredible offer. But the reader believes it because the Digest says it's true.

Readers want to believe that the advertised product will deliver in full the promised benefits. They want to be convinced that the product is expertly made of quality materials and represents the last word in this wondrous age of scientific achievement. This is especially true, I think, with reference to major products that cost a lot of money: automatic washers and dryers, refrigerators, tv sets, automobiles, and the

Relatively, I suspect, the consumer has little interest in the corporate names of the companies which make such minor products as Life Savers, Seven-Up, Wrigley's gum, Ac'cent, Adolph's Meat Tenderizer, Jell-O, Baby Ruth bars, Cracker Jack, and so on. Indeed, I have a notion, with no research facts to support it, that the smoker doesn't care a hoot whether a given cigaret—Winston, say—is made by American Tobacco Co., Liggett & Myers, Brown

and "safety-cushioned," too!

Picture-window view



PROMISE IS FEATURED-The corporate name of the maker of Super Rayon (American Viscose Corp.) is not included in this headline. All the emphasis is concentrated on the promised benefit: "far superior ride, safety, wear." I may be wrong, but I do not believe that the name of this corporation is a familiar one to the American public. For this reason the copywriter may have decided not to include it in the headline.



NEW FROM GENERAL ELECTRIC THE ROTISSERIE OVEN



NAME IS A PLUS-If this rotisserie oven were made by the Jukes Electric Co. of Podunk. would have hard sledding in the market place. The fact that it is a product of General Electric is a tremendous plus in its favor. Tests by John Caples have proved that "GE" in headlines increases their pulling power.

find these observations in his book:

"Here are the headlines of two ads for General Electric bulbs. These ads were tested by running them in newspapers. Can you guess the winner:

Why GE Bulbs Give More Light This

2. How to Get More Light at No Extra

"I have shown these ads," continues Mr. "on lantern slides at ad classes at Columbia and at New York University. I have asked students to vote their prefregarding these ads by raising hands. Headline No. 2, 'How to get more light at no extra cost,' usually gets the most votes. Yet when these ads were tested by including a booklet offer and by running the ads in newspapers in three cities, the other headline was the winner in all three cities.

. Mr. Caples' explanation? This: "I think the principal qualities which the winning headline has that are not present in the losing headline are the famous initials

Salesense In Advertising . . .

Corporate Names in Headlines Sometimes Have Strong Benefit Appeal

By James D. Woolf

I have heard a great deal of discussion, pro and con, concerning whether or not it is wise to include the advertiser's corporate name in headlines.

Some admen, I find, are inclined to feel

that the practice is They questionable. tend to believe that the company's name is of little or no concern to the reader. Since the reader is wrapped up himself and his problems, the best those headlines are which appeal strictly to



his self-interest; head-lines, in short, that hit directly at his needs and his hankerings and his frustrations.

■ I agree wholly, of course, with the comtention that headlines are most effective when they appeal to the reader's selfinterest. But I believe there are times when the name of the maker of the advertised product has great appeal as a consumer benefit.

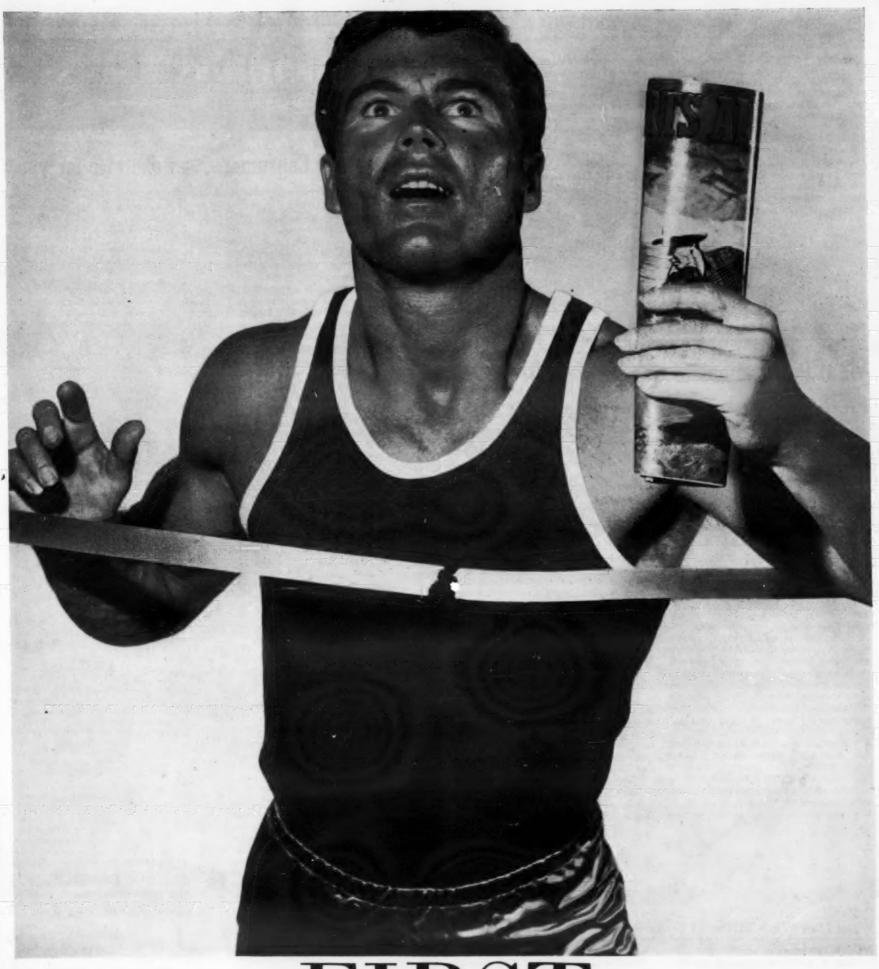


YOU CAN BE SURE'-Westinghouse is a corporate and brand name well known to all America. The headline carries a large claim that may challenge the reader's credulity. "Westinghouse" in the headline increases its believability.

NAME NOT PLAYED UP-Despite the tremendous prestige of the Du Pont name it is included in neither of this ad's two head-lines. In view of John Caples' experiences, I believe that in a test, this page would come out second-best, as against a page that played up the Du Pont name.

& Williamson, or the Smith & Jones Tobacco Co.

But when the product is costly and of major importance—and when the com-pany name is well known and respected we have a different situation. John Caples, in his splendid book, "Making Ads Pay" (Harper's), supports this point of view. I



FIRST

Every field has one leader. Among sportsmen's magazines it's Sports Afield. Sports Afield guarantees the biggest circulation in its field — 950,000 — at the lowest rate per page per thousand. Add that to the superior quality of its circulation — the spending-est group of men ever, whether for

the sport they enjoy best or for everyday living — and you have a standout showcase for your campaign. Remember — you're always on solid ground when you pick the *leader* —

SPORTS AFIELD

where you reach men best for everything they need A Hearst Key Magazine • 959 Eighth Avenue • New York 19, N. Y.

'GE' and the words 'this year.' We have found in a number of tests that names of famous companies such as GE and Du Pont help headlines pull better."

■ Note the Du Pont safety glass page shown here. I believe the headline would be more interesting and credible if it in some fashion had included "Du Pont." On the other hand, I wonder if the Super Rayon ad would be stronger if "American Viscose Corporation" had been included in the headline; I don't know. Only careful tests would resolve this question. The refrigerator page, in my opinion, is entirely right in including "Westinghouse" in the headline; it must be true when Westinghouse says it. Ditto for the Reader's Digest color page. The prestige of the Digest is tremendous, and it would have been a great mistake not to have included the name of this famous magazine in the

It is impossible, I think, to spell out a general rule resolving this question. Each case must be decided on its merits. But I do agree with John Caples that, when a corporate and/or brand name is famous and widely respected, it is often a wise procedure to include it in headline. Headlines that promise self-interest benefits are more credible when they are made by companies which the public holds in high regard. #

Mail Order and Direct Mail Advertising . . .

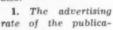
What Publications to Use for M-il Order Ads

By Elon G. Borton

"We are starting some mail order advertising and plan to run some printed ads? How can we know which publications to use?" asks a reader.

You can't know for sure without test-

But there are cergeneral tain which will help. In my own experience there three which I used and I knew other mail order advertising who used them also.



tions. Depending on the special conditions of your product-price, terms, pulling power, etc.-there is usually a maximum rate beyond which your ads are unlikely to be profitable. In my earlier days at LaSalle Extension University this maximum rate for us was \$2.50 per page per thousand-obviously with inflation and higher costs it would be higher now.

■ It does not necessarily follow that a low rate means profitable results. I have known a \$2.50 rate magazine to pull more profitable results than a 35¢ rate publication. But rates are one guide and not the most important one to watch.

2. The readership atmosphere of the

publication. A fishing or hunting magazine is not a good medium for advertisements of women's clothes, nor is a law journal for do-it-yourself articles. Their readers are thinking of very different things and your ad is likely to be wasted. You want a publication whose readers are in a sympathetic, interested mood for your product.

This editorial-readership atmosphere is very easy to recognize in some publications and quite difficult in others. Thus a woman's magazine is logical for household items, and a garden publication for garden items. A general magazine which seems to have no identifiable mood or class of readership may be just right for some product of universal use and appeal.

· Every publication and every broadcasting station has a character and tone all its own and the mail order man watches for this and the fitness of his product for it.

3. Does the medium carry much mail order advertising of a product similar to yours? This is the surest test for the mail order expert. He knows that a group of mail order ads of products competing with his is likely to be the best location for his ads. There is a ready readership accustomed to reading and answering ads -an audience conditioned for him.

Conversely, the mail order expert usually shies away from a medium which car-ries no mail order ads. Experience has taught him to be afraid of it. #

DRAWTHINKS by Penson (2) The COPYWRITER'S Art Course

The Ideal Consumer . . . an exercise for you

As visualized from the Jan. 27 issue of Advertising Age

The Ideal Consumer of liquor (Page 3, Column 3) will respond to advertising assurances of quality and reputation of product and company, designed to batter down his guilt-sin complex about liquor drinking.

As an Ideal Consumer (Page 3, Column 4), the American woman will begin to consider beer as a household staple (as the French think of wine). to improve the psychic health of her whole family during the dinner hour. Whereas, the Puerto Rican Ideal (Page 3, Column 4) is a person who will be happy about the rum people having a code of ethics to keep rum advertising away from the eyes & ears of the youngsters.

The Ideal Consumer is an individual (Page 3, Column 5). He is not an average or "mass" man.

If our subject should not be actively hostile to advertising, then he cannot be an intellectual (Page 38, Column

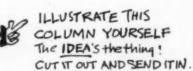
Economic and cultural factors conribute as much to the individual's conflicts as do sexual problems (Page 44, Column 4). Ideal Consumer who wants a convertible may simply love open air driving with family, is not necessarily thinking of taking a mistress (Column 5).

Eyepatch and white horse type ads will not appeal to post-Sputnik readers (Page 66, Column 4). Consumers are at a level of taste that is "more intelligent, more informed, more logical, more willing to take interest in the new" (Column 5).

To sell automobiles, the Ideal Consumer is a woman (Page 78, Column 2), who will pay attention to "You only live once" theme (Column 3).

On the same page in Column 5, point 10, the consumer wants to be spoken to as an individual, wants to be recognized and respected, wants his personal needs and tastes satisfied.

Regardless of your agreement or disagreement with the implied characteristics, and simply as an exercise, try to develop visual ideas appropriate to ads, posters or total campaign themes for any or all of the above Apply to fictitious product, where none are specified. Use the space for thumbnail sketches and/or notes. sticking strictly to these out-of-context summaries, or to your interpretation of the more complete stories in AA, Jan. 27.



Next Lesson: "Communicating Your Idea" Coming: "Backbones for Copywriters"

PICTURE OF IDEAL CONSUMER: He does not mind that he cannot close his new \$900 electronic garage door because of 00 his new 1958 car fenders

What They Were Saying 25 Years Ago . . .

Edgar A. Kobak, president of the Advertising Federation of America, speaking at a meeting of the Chicago Advertising Council (AA, March 4, 1933):

The advertiser has begun to ask for the order in his copy. There has been a change in copy appeal, with a more direct sales punch than formerly.'

Slogan in Redbook advertisement (AA, Feb. 18, 1933):

"The shadow of a man stands behing every woman who buys."

Chester Lang, director of publicity, General Electric Co., speaking before the Chicago Advertising Council (AA, March 11, 1933):

Why should we exaggerate when the truth is so wonderful?'

Headline in the March 11, 1933 issue of ADVERTISING AGE:

"56 Per Cent of U. S. Homes Have Radios.

A release from the Chamber of Commerce of Milwaukee (AA, March 13, 1933):

"Beer will reduce by 75% the number of persons now receiving relief. It will result in the direct employment of 6,100 persons and indirect work for 21,250. It will produce a revenue of at least \$65,-000,000 the first year and provide annual revenue of \$40,000,000 from payrolls, transportation, etc. About \$15,000,000 will be paid to the government in taxes, and about \$6,000,000 to farmers by Milwaukee

Bakers Must Market Superior Product to Keep Profits: Hill

New Orleans, Feb. 25—Independent bakers must produce much better bakery goods if they expect to maintain adequate profaccording to Ivan Hill, exec vp

of Cunningham & Walsh, Chicago.
"If there are no real ingredient and taste differences between your breads and other breads; and if your advertising has not created a measurable psychological dif-ference, your future in the baking business may not be profitable," Mr. Hill said. He spoke at the an-nual convention of the Tri-State Bakers' Assn. here.

Pointing out that many grocery chains and supermarkets carry their own brands of bread and bakery goods, Mr. Hill asked his audience why such stores put in an advertised or service brand of bread. "I think the appropriate of bread. "I think the answer is brief—only if they stand to lose customers or sales if they don't," he said.

 Mr. Hill asked his audience why a consumer will pay more for a loaf of advertised bread when she can buy the chain's own brand for several cents less.

"There is one simple reason why a customer should," he said.
"If the service brand of bread has been well advertised, well pack-aged and well displayed, the con-sumer will believe the advertised brand is better for her; and be-cause of her belief in the product, it will actually taste better and give her more satisfaction in serv-ing it to her family and guests." Mr. Hill said he felt that in the

short run, it is likely to be more profitable for a wholesale baker to have the price difference narrow between his brand and the chain's brand. But in the long run, he said, it may prove much wiser to have the margin of difference

Birdsall Heads S.F. Office

Frank A. Birdsall, who recently joined Gotham-Vladimir Advertising, New York, as a vp, has been appointed manager of the agency's San Francisco office. Mr. Birdsall has been in international advertising for 20 years. He will supervise ing for 20 years. He will supervise the international advertising ac-counts of Standard Oil of California, Friden Calculating Machine Co., Italian Swiss Colony Wine Co. and Avoset Co.

O'Brien Expands Agency

O'Brien Expands Agency
O'Brien Advertising Ltd., Vancouver, B. C., has opened offices in
Montreal, Winnipeg and Saskatoon. The agency also has an office in Ottawa. Locations of the
new offices are Dominion Square
Bldg., Montreal; 223 Curry Bldg.,
Winnipeg; and 107 Marigold Bldg.,
Saskatoon. Supervisor of the eastern operation is H. P. (Bing) Kelley, with headquarters in Ottawa. ley, with headquarters in Ottawa.

Berberich to Schenlab

Norbert G. Berberich, formerly with Blair Laboratories Inc., has joined Schenlab Pharmaceuticals Inc., New York, as assistant advertising manager.



Armco, National Supply Merge Ketchum, MacLeod

Armco Steel Corp., Middletown Armco Steel Corp., Middletown O., and National Supply Co., Pittsburgh, plan to merge effective April 30. The plan provides for transfer of National Supply's assets to a new subsidiary prior to the merger, after which the business of National Supply G-15 digital computer will as

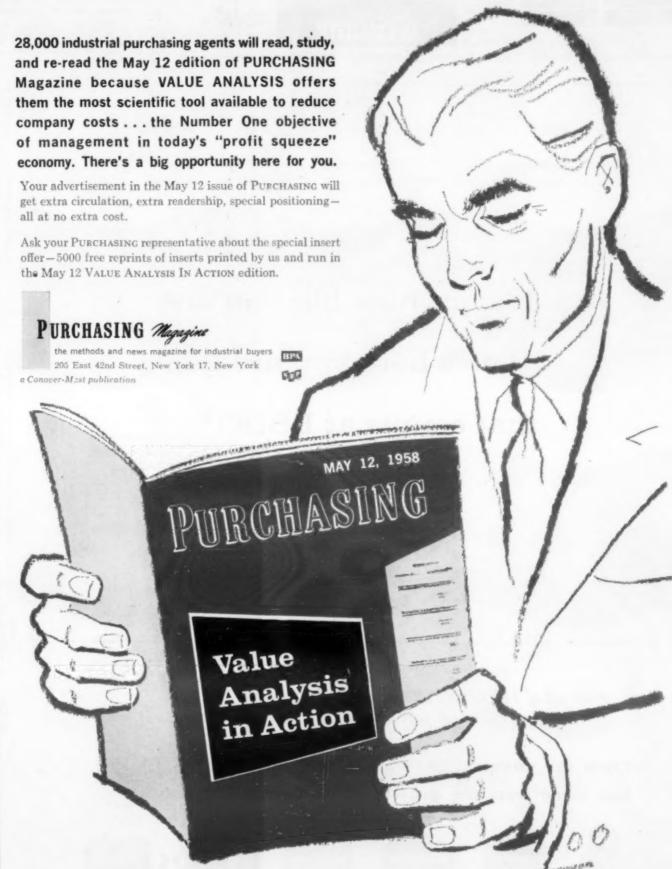
Pittsburgh, is the National Supply

Bendix computer division, Los Angeles, has launched its 1958 ad-vertising push. Ads for the Bendix the business of National Supply will be conducted in that name with substantially the same personnel. N. W. Ayer & Son, Philasonnel. N. W. Ayer & Son, Phil

& Grove, trical Engineering, Engineering Design, published by the Benwill News Record, Industrial & Engineering Chemistry, Instruments & Mass. He will cover the Cleveland, Automation and several others. Shaw Co., Los Angeles, is the

Monsanto Names McCauley

Donald E. Murray has been named a space representative for Ceramic Bulletin, published by the American Ceramic Society, Columbus, O., and Electromechanical



See page 74

NOW!... A NEW DISCOUNT

In The South Bend Tribune **Sunday Magazine**

Franklin D. Schurz - Editor and Publisher

Now advertisers can enjoy a 22% discount in completely covering one of the Nation's richest markets. When you run a minimum schedule of thirteen ½ pages (or the equivalent lineage, 6500 lines, with fewer insertions) in the South Bend (Ind.) Tribune Sunday Magazine, you may earn an additional 17% discount by running a schedule of comparable space in the daily Tribune at its regular r.o.p. rate. This brings the total discount to 22% in the magazine section - or 27% if the 26-time rate is used. Write for complete details on this money-saving plan-or ask your Story, Brooks & Finley man





STORY, BROOKS & FINLEY, INC. . NATIONAL REPRESENTATIVES

Coming Conventions

*Indicates first listing in this column.
March 3-4. New England Newspaper Advertising Executives Assn., winter meeting, University Club, Boston.
March 9-16. Assn. of Railroad Advertising Managers, Mayflower Hotel, Washington, D. C.
March 11-12. Packaging Assn. of Canada, National Packaging Conference, first Canadian package research forum, King Edward Hotel, Toronto.
March 27. Associated Business Publications, annual eastern conference, Hotel Roosevelt, New York.
*April 6-11. National Federation of Advertising Agencies, annual convention, Dei Monte Lodge, Pebble Beach, Cal. April 16-17. Point-of-Purchase Advertising Conference, Cincinnati.
April 16-17. Point-of-Purchase Advertising Institute, Hotel Sheraton-Astor, New York.
April 17. University of Michigan, 5th annual advertising conference, sponsored by the departments of journalism and art and the school of business administration, in Ann Arbor.

April 18-19. Advertising Federation of America, 9th District, Advertising & Sales Club, Kanss. City, Mo. April 22-24. American Newspaper Pub-lishers Assn., annual meeting, Waldorf-Astoria, New York. April 24-26. Advertising Federation of America, 4th District, The Floridian, Tampa.

America, 4th District, The Floridian, Tampa. April 24-26. American Assn. of Adver-tising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

Greenbrier, White Sulphur Springs, W. Va.

April 24-27. American Women in Radio and Television, national convention, Fairmont Hotel, San Francisco.

April 27-May 1. National Assn. of Broadcasters, Biltmore and Statler Hotels, Los Angeles.

April 30-May 2. Sales Promotion Executives Assn., first national convention, Hotel Roosevelt, New York.

May 1-3. Advertising Federation of America, 5th District convention, Mansfield, O.

May 4-7. National Newspaper Promo-

fleid, O.

May 4-7. National Newspaper Promotion Assn., national convention, PennSheraton Hotel, Pittaburgh.

May 5-8. Magazine Publishers' Assn.,
spring meeting, The Greenbrier, White
Sulphur Springs, W. Va.
May 5-7. Assn. of Canadian Advertisers, annual meeting, Royal York Hotel,
Toronto.

Jusers, annual meeting, Royal York Hotel, Toronto.

May 8. Agricultural Press Assn. of Canada, Royal York Hotel, Toronto.

May 8-9. Public Utilities Advertising Assn., annual convention, Penn-Sheraton Hotel, Pittsburgh.

May 8-9. Business Newspapers Assn. of Canada and affiliated groups, annual meeting, Royal York Hotel, Toronto.

May 13-14. Chicago Tribune Forum on Distribution and Advertising, ninth annual, WGN Studio, Chicago.

May 15-16. International Advertising Assn., annual convention, Hotel Rooseveit, New York.

May 19-21. Sales promotion division of National Retail Merchants Assn. (formerly National Retail Dry Goods Assn.), annual convention, Palmer House, Chicago.

May 25-28. Associated Business Publications, spring conference, The Homestead, Hot Springs, Va.

May 25-29. National Business Publications, annual spring meeting, Grove Park Inn, Asheville, N. C.

May 26-30. American Management Assn., antional packaging exposition, New York Coliseum.

June 3-6. National Industrial Advertisers Assn., annual convention, Chase-Park Plaza Hotel, St. Louis.

June 8-11. Advertising Federation of America, 4th annual convention, Hilton-Statier Hotel, Dallas.

June 9-11. Assn. of National Advertisers, spring meeting, Drake Hotel, Chicago.

June 15-18. Poster Advertising Assn. of the West, 55th annual convention, Vancouver, B. C.

June 24-26. American Marketing Assn., annual convention, Harvard School of Business Administration, Boston.

June 29-July 2. Newspaper Advertising Executives Assn., summer meeting, The Broadmoor, Colorado Springs, Colo.

Aug. 13-14. 3rd Annual Circulation Seminar for Business Publications, Edgewater Beach Hotel, Chicago.

Sept. 5-8. Mail Advertising Service Assn., 37th annual convention, Chase-Park Plaza, St. Louis.

Sept. 10-12. Direct Mail Advertising Assn. of America, Hotel Sherman, Chicago.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic As

Assn.
Oct. 20-21. Boston Conference on Dis-tribution, Hotel Statler, Boston.
Oct. 23-24. Audit Bureau of Circula-tions, 44th annual meeting, Drake Hotel,

Ward to Build Ft. Wayne Store Montgomery Ward & Co. will build a new full-line department store in Fort Wayne, Ind. The new store will be located on the 45-acre site of the Northcrest shopping center now being developed three miles north of downtown Fort Wayne. Construction will begin July 1. Ward also has started construction of new stores in Dallas; Denver; Eau Claire, Wis.; Detroit; Kansas City; and Gary, Ind. Con-struction will begin later this year for new stores at Livonia, Mich, and at a second Kansas City site.

Two Join Bastord

James G. Hamelin, formerly di-rector of advertising and public re-lations at Yardney International Corp., and Joseph Ferron, formerly with Morrison-Gottlieb, have joined the public relations depart-ment of G. M. Basford Co., New York.

It's not how big you are -but where you are going that counts at BBDO*

*44 out of 145 BBDO clients at present budget less than \$200,000 each for advertising

Over the years BBDO's greatest growth has come from the growth of its clients

$\mathbf{B}\mathbf{B}\mathbf{D}\mathbf{O}$

Slump Duration Up to U.S., Says Nadler; It's Not Lack of Public Confidence: Slichter

The economist, in a published letter in the Boston Herald, said that January retail sales—in spite of high unemployment rates showed that people spent their money freely.
"This does not look like lack are

of confidence on the part of con-sumers," his letter says. Mr. Slichter's letter does not

identify the official by name. He told Advertising Age, however, that the letter was prompted by a Feb. 10 Wall Street Journal quote attributed to Edward T. Ragsdale, general manager of

Buick.

The "high official of the Buick division," his letter says, "is quoted in the press . . . as attributing the lag in motor sales to lack of confidence on the part of consumers

"He is quoted as adding: 'I think the newspapers have a responsi-bility to inspire confidence on the part of the public.

"The newspapers obviously must stick to the facts," Mr. Slichter's letter adds, "good or bad. The facts refute the theory of the Gen-eral Motors official that consumers are lacking in confidence.

"The report of January retail sales is startlingly favorable. It shows that retail sales, after adjustment for seasonal factors, were higher than for any month since last August.

"They barely fell short of the alltime high of last July. They were 4.2% higher than retail sales alltime in January, 1957, when the country was threatened by inflation and when there was widespread belief that people were spending too much."

Mr. Slichter's letter traces what he describes as an "important shift" in retail trade—a general shift away from durable goods in

the direction of non-durable goods. He says he doesn't know why shifting consumers have been away from the buying of automo-biles and other durable goods.

"Possibly it is because the prices e too high," his letter says, adding:

"A more likely explanation the fact that people are pretty well stocked with cars and house-hold appliances and that the new lines are not sufficiently different

or better to attract consumers.
"The taste for longer, wider, and lower cars may be petering out. Obviously, cars cannot go on getting longer, wider and lower indefinitely, and it is difficult to see what two headlights on a side add to a car except to make it uglier and more expensive.

"Finally, consumers may be catching on to how much it costs to replace one of the wraparound windshields." Mr. Slichter also cites "the willingness of consumers to go into debt" as another bit of evidence testifying to the high confidence of consumers. #

it!

Boston, Feb. 25—Prof. Sumner
H. Slichter, of Harvard University, said recently that "facts" recession will depend primarily on fute the "theory" of a General Motors official that consumers are lacking in confidence.

The economist in a published. the government," Dr. Marcus Nadler, professor of finance at New York University and consult-ing economist of the Hanover Bank, told 700 alumni of the grad-Bank, told 700 aumin uate business school here.

"The questions that still wait to be answered," Dr. Nadler said,

 How much will the govern-ment spend, and how soon will the appropriations be converted into orders creating a demand for material and labor?

this affect the budget?
3. How large will the deficit be,

eral Reserve authorities take and will resume its upward course. #

how soon?

"The current recession," Dr. Nadler said, "is due to two sets of factors, one temporary and the other more lasting. The temporary factors are the reduction in in-ventories and the desire of individuals to save more and to spend less. These phases are bound to disappear soon, because the liquidation of inventories cannot continue indefinitely, and dis-posable personal income is still at a high level.

• "The factors of longer duration," he said, "are the decline in capital expenditures by corporations for new plants and equipment and the reduction in exports. It will take some time before these forces have material and labor?

2. Will there be a reduction in federal income taxes, and how will can counteract their effects.

"To these factors should be added the maladjustments i and how will it be financed?

4. What measures will the Fedto be rectified before the economy

'Seventeen' Boosts Guarantee | Reynolds Named Exec VP

Seventeen, New York, will boost its average net paid circulation 35,000—to 975,000 with the August, 1958, issue. Rate for a b&w page will be increased \$270—to \$3,645. Four-color will be raised \$405, to \$480.

1948.



Interview:

North Advertising Media Supervisor, Armella Selsor, tells why she selects WLW Radio and TV Stations for "even-waving" TONI Home Permanent



Armella Selsor, Media Supervisor for Toni, Deep Magic Adorn, Thorexin, North Advertising, Incorporated Chicag

Call your WLW Stations Representative...you'll be glad you did!













See page 74

verk Affiliations: NBC; ABC; MBS · Sales Offices: New York, Cincinnati, Chicago, Cleveland · Sales Representatives: NBC Spot Sales: Detroit Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of AVCO

February Pages and Linage in Farm Publications

Current Figures for U.S. and Canadian Publications Reporting to Advertising Age

									play Ex Poultry, (Classified	Commercial Display Excluding Poultry, Classified
	Feb. 1958		ertising, in JanFeb. 1958	Jan Feb.	Feb.	Feb.	ertising, in JanFeb.	JanFeb.	and Liv in L Feb.	ines Feb.	Total Advertising, in Pages——Total Advertising, in Lines—— in Lines Jan. Jan. Jan. Jan. Jan. Jan. Jan. Jan.
Farm Magazines	1930	1937	1938	1957	1958	1957	1958	1957	1958	1957	1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957
Capper's Farmer	66.5 culturist	84.0	110.6	132.7	28,515	36,054	47,418	56,953	26,876	34,454	Average 2 Editions 61.5 69.5 61.5 69.5 44.821 50.638 44.821 50.638 35,578 41.528 Rural New-Yorker 22.7 29.2 22.7 29.2 17.803 22.898 17.803 22.898 15,480 20,002
#Southeastern Edition #Southwestern Edition Average 2 Editions	52.3 50.0 50.9	56.3 59.4 57.5	84.4 80.8 82.5	88.1 94.8 90.8	22,458 21,463 21,852	25,498	36,219 34,666 35,395	37,813 40,679 38,930	19,354	21,654 21,994 21,787	Wallaces' Farmer 61.6 77.3 61.6 77.3 48.280 60.620 48.280 60.620 38.858 50.053 Washington Grange News 11.6 11.1 11.1 12.558 12.040 12.558 12.040 12.306 11.718 Western Farm Life 29.2 21.5 29.2 21.5 22.908 16.861 22.908 16.861 16.803 12.666 Colorado Edition 30.3 30.1 30.3 30.1 23.784 23.675 23,784 23.675 14.441 13.763
Farm Journal: #Central Edition #Eastern Edition	95.8 83.0	119.3 119.5	155.5 137.3	183.8 184.5	41.106 35.598	51,200 51,269	66,696 58,899	78,855 79,139	38.804 33.296		Wisconsin Agriculturist & Farmer 40.0 49.1 40.0 49.1 31.394 38,484 31.394 38,484 29,475 36,512 Total Group
#Southern Edition #Western Edition Average 4 Editions Progressive Farmer:	79.3 86.8 86.2	108.5 122.5 117.5	129.3 139.1 140.3	165.8 185.5 179.9	34,026 37,245 36,994	46,554	55,471 59,692 60,190	71,137 79,577	31,724	44,202 50,209	Total Advertising, in Pages Feb. Feb. JanFeb. JanFeb. Feb. Feb. Feb. Feb. Feb. Feb. Feb.
#Carolina-Va. Edition #GaAlaFla. Edition	93.3 92.3	118.5 121.4 114.3	150.3 147.8 137.0	184.4 185.7 171.9	63,397 62,754 59,213		102,283 100,501 93,152	125,394 126,254	60,528 59,748	79,066	1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 Semi-Monthlies (February)
#KyTennW. Va. Edition #MissLaArk. Edition #Texas Edition	87.1 85.6 89.4	115.4 115.5	134.2 141.2	171.9 174.7	58,234 60,788	78,489 78,554	91,275 96,049	116,879 116,882 118,829	56,837 55,685 57,116	73,719	Colorado Rancher & Farmer
Average 5 Editions Successful Farming Total Group	89.5 77.2 370.3	117.0 111.9 487.9		177.7 166.1 747.2	60,877 34,729 182,967	50,363	56,652 55,952 295,587		57,963 33,281 171,877	49,143	The Farmer
# Not included in totals.											Michigan Farmer 60.8 62.9 97.9 105.4 46.736 48,344 75.226 80.963 41,225 42,103 Montana Farmer-Stockman 67.4 67.8 101.0 104.0 50,924 51,247 76,310 78,624 39,934 43,022
Monthlies Agricultural Leaders' Digest .	11.4	11.1	26.5	22.7	4,890	4,747	11,363	9,693	4,890		Nebraska Farmer 100.7 103.6 153.9 164.6 76.170 78.48 116.414 124.499 66.045 68.185 Ohio Farmer 79.9 81.6 126.4 128.8 61.357 62.701 97.143 98.932 55.547 56.705 Pannsylvania Farmer 52.8 56.0 121.2 124.5 40.568 43.057 93.147 95.686 36.450 37.761
American Fruit Grower	39.5	40.6 38.8	72.7 62.4	67.5 76.8	17,252		31,413	29,170 33,010	16,896 8.163	17,260	Wallaces' Farmer 111.2 114.6 172.8 191.9 87,197 89,882 135,477 150,502 79,110 80,240 Western Farm Life 31.5 38.0 60.7 59.5 24,709 29,804 47,617 46,665 21,058 25,869
#Midwest Edition	28.8 28.5	36.4 36.9 34.1	61.3 62.6 55.7	74.7 74.0 69.3	12,340	15,612 15,801	26,282 26,846 23,904	32,024 31,722 29,738	8,075 7,382 7,319	11,050 11,114	Coloreded Edition
#Southwestern Edition #Pacific Edition Average 5 Editions	25.6 24.8 27.7	35.8 36.4	54.5 59.3	71.6 73.3	10,635 11,866	15,341 15,620	23,358 25,425	30,696 31,438	6,062 7,400	11,032	Farm Linage Trend Figures in Thousands
American Vegetable Grower . Better Farming Methods Breeder's Gazette	36.7 39.1 14.6	35.0 38.4 19.6	62.6 63.1 28.6	57.4 60.9 31.7	15,863 16,785 6,266		27,041 27,089 12,566	24,802 26,119 14,258	15,710 16,785 5,531		Tarm billage frema requires in Indusanes
Broiler Growing	34.4 21.0	43.3 24.6	68.9 42.1	82.4 46.2	14,751 14,140	18,555 16,534	29,561 28,364	35,341 31,080	11,457 13,804	13,738 16,254	MAGAZINES MONTHLIES
California Farm Bureau Monthly The Cattleman Cooperative Digest	12.0 77.7 10.0	13.0 85.7 7.0	23.4 155.6 15.8	24.4 193.6 11.8	4,200	2,940	17,640 65,360 6,767	18,414 81,284 4,956	8,610 13,353 4,200	13,671	FEB. 182 FEB. 610
County Agent & Vo-Ag Teacher Electricity on the Farm Everybodys Poultry Magazine	31.2 7.3 38.5	9.4 37.1	67.9 14.2 74.2	73.1 18.8 76.1	13,392 2,589 16,094	3,378	29,130 5,076 30,721	31,345 6,756 31,330	9,333	8,601	JAN. 113
Farm Management Farmer-Stockman:	21.7	28.9	40.9	33.6	9,309	12,337	17,566	18,632	9,309	12,337	1957 FEB. 241 568
#Oklahoma Edition #Texas Edition Average 2 Editions	35.5 36.6 36.0	52.5 52.8 52.6	62.4 59.0 60.7	87.0 85.4 86.2	15,224 15,723 15,473	22,683	26,774 25,330 26,052	37,323 36,664 36,993	13,819	17,935 18,080 18,007	
Florida Cattleman	64.2 34.1 30.0	75.8 38.7 33.1	137.6 61.8 49.3	145.2 66.8 50.7	23,218	26,327	58.153 42.057 38.671	61,367 45,429 39,847	14,791 21,950 22,417		SEMI-MONTHLIES BI-WEEKLIES WEEKLIES CANADIAN 1958 1958 1958
†Livestock Breeder Journal: Eastern Section	58.3	_	149.6		28,231		50,652		22,623		JAN. 604 JAN. 78 JAN. 199 JAN. 275
Southern Section	89.3 2.8 11.8	2.3 8.7	164.3 4.9 22.5	3.9 17.0	33,579 6,431 4,973		64,610 11,963 9,435	8,839 11,681	33,782 5,729 4,116		DEC. 340 DEC. 62 DEC. 1957 DEC. 203
National 4-H News	27.1 10.3 13.9	24.1 5.6 16.9	36.2 20.8 25.2	36.9 11.0 32.1		5,720	15,192 21,090 18,373	15,526 11,215 23,404	11,382 8,340 9,382	4,875	JAN. 647 JAN. 84 JAN. 197 JAN. 281
Nation's Agriculture New Jersey Farm & Garden .	9.7 49.7	9.2 53.7	16.3 89.3	17.9 101.1	4,346 22,380	4,155 24,192	7,341 40,202	8,048 45,547	4,346	4,155 19,342	
Ohio Farm Bureau News Poultry Tribune: #Eastern Edition	10.0	11.0 48.6	20.0	21.0		4,832	9,121	9,427 42,890	15,582	14,340	Total Advertising, in Pages Total Advertising, in Lines Jan. Jan. Jan. Jan. Jan. Jan. Jan. Jan.
#Midwest Edition #Southeast Edition	49.4 54.1	44.8 53.2	86.7 98.2	90.8 104.6	21,198 23,221	19,238 22,807	37,174 42,107	38,969 44,871	15,774 15,646	14,037 15,769	1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 1958 1957 Bi-Weeklies (January)
#Southwest Edition #Pacific Edition Average 5 Editions	48.0 53.0 51.1	46.0 52.5 49.0	96.0	94.0 102.1 98.3	22,774 21,931	22,516 21,026	36,696 41,187 39,227	40,343 43,809 42,176	14,364 14,439 15,161	14,680	Arizona Farmer-Ranchman . 56.2 62.3 56.2 62.3 42,560 47,151 42,560 47,151 41,757 45,653 California Farmer:
Southern Planter Tennessee Farmer & Homemaker Turkey World	35.3 21.4 57.1	34.2 23.8 58.5	56.0 33.6 135.7	58.9 36.1 146.1	16,720	18,642	39,198 26,342 58,226	41,207 28,236 62,686	23,705 15,763 14,399	17,744	#Northern Edition 35.7 35.2 35.7 35.2 27,023 26,606 27,023 26,606 25,069 24,763 #Southern Edition 33.1 33.0 33.0 25,066 24,954 25,066 24,954 23,084 23,391 Average 2 Editions 34.4 34.1 34.4 34.1 26,045 25,780 24,077 24,077 24,077
Western Dairy Journal	37.4 38.5	33.3 38.0	85.0	79.0 60.1	16,079	14,315	36,123 27,552	33,922 25,242	10,791 16,170	10,657	Average 2 Editions 34.4 34.1 34.4 34.1 26.045 25.780 26.045 25.780 24.077 24.077 4 Dairymen's League News 12.9 14.8 12.9 14.8 9.356 10.787 9.356 10.787 8.684 10.039 Total Group 103.5 111.2 103.5 111.2 77.961 83,718 77.961 83,718 74,518 79,769
Western Livestock Journal: Mts. & Plains Edition Pacific Slope Edition	31.3 78.5	32.0 59.0		102.9 230.9		13,744 25,326	51,266 103,433	44,145 99,068	6,029 10,774	6,541 14,677	# Not included in totals. † Two issues in January 1958; three issues in January 1957.
Wyoming-Stockman-Farmer	35.6 1,256.6	33.5 1,150.5	2.575.0	69.5 2,345.1	609,950	568.783	1.215.431	1.142.131	22,904 463,956	426.819	Weeklies (January) Iowa Farmer Bureau Spekesman 56.7 53.3 56.7 53.3 57.515 54.110 57.515 54.110 50.165 47.820
# Net included in totals. † For the Changed from a 699-line page	e to a 4	merger 20-line	in Decemi page in Se	ptember 1	of the E 1957.	Breeder-Si	lockman and	Southern	Livestock	Journal.	The Positryman: National Edition
Newspaper Monthly				20.5	19,503	18.564	34.056	30.176	19 074	18.047	New England Edition 25.3 28.1 25.3 28.1 27.477 30.507 27.477 30,507 13.985 18.492 Oixie Edition 22.4 25.3 22.4 25.3 24.269 27.472 24.269 27.472 10.963 17.400
Iowa Farm & Home Register Texas Ranch & Farm Total Group	19.5 9.2 28.7	18.2 13.0 31.2		58.0		12,978	50,204	57,960	8,988		Western Livestock Reporter 31.2 19.2 31.2 19.2 27.745 11.463 27.745 11.463 16.859 8.029 Total Group
	Jan.	Jan.	ertising, in Jan.	Jan.	Jan.	Jan.	ertising, in Jan.	Jan.	Jan.	Jan.	Dailies (January) Corn Belt Farm Dailies:
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	Chicago Daily Drovers Journal 39.4 38.7 39.4 38.7 83,628 82,258 83,628 82,258 53,342 52,608 Kansas City Daily Drovers
Semi-Monthlies (Jan American Agriculturist	28.5	27.9		27.9				20,374		17,936	Telegram 32.5 34.5 32.5 34.5 686.28 73.605 68.628 73.605 45.136 46.902 Omaha Daily Journal-Stockman 44.4 42.9 44.4 42.9 94.505 91.406 94.505 91.406 61.459 62.989 St. Louis Daily Livestock
Colorado Rancher & Farmer . Dakota Farmer	19.6 34.8 57.7	19.0 36.6 69.7		19.0 36.6 69.7	27,295	28,726	14,852 27,295 45,223	14,385 28,726 54,679	13,421 26,007 38,493	27,096	Reporter 24.7 28.7 24.7 28.7 52,654 61,084 52,654 61,084 37,842 44,953 Total Group 141.0 144.8 141.0 144.8 299,415 308,353 299,415 308,353 197,779 207,452
Hoard's Dairyman	47.9 15.7 23.5	45.2 14.2 26.0	47.9 15.7	45.2 14.2 26.0	12,330	11,104	34,874 12,330 17,851	32,925 11,104 19,789	30,049 9,924 16,397	7,685	Canadian (January)
Kansas Farmer Michigan Farmer Missouri Ruralist	37.1 29.0	42.5 30.7	37.1 29.0	42.5 36.7	28,488 22,086	32,619 23,392	28,488 22,086	32.619 23.392	24,008 19,221	27.517 20,339	Country Guide
Montana Farmer-Stockman	33.6 53.2 29.1	36.2 61.0 24.4	33.6 53.2 29.1		25,386 040,244 20,339	27,377 46,151 17,090	25,386 40,244 20,339	27,377 46,151 17,090	18,638 31,716 15,527	39,086	Farmer's Advocate & Canadian Countryman 33.0 32.5 33.0 32.5 23.125 22.749 23.125 22.749 19.018 19.404 Farmer's Magazine 9.3 17.0 9.3 17.0 3.998 7.297 3.998 7.297 3.265 7.227
Ohio Farmer Pennsylvania Farmer	46.6 68.5	47.2 68.5	46.6	47.2 68.5	35,786	36,231	35,786 52,579	36,231 52,629	30,140 48,641	29,745	Free Press Prairie Farmer 79.3 85.2 79.3 85.2 83,315 89,411 83,315 89,411 39,983 50,051 Le Bulletin des Agriculteurs 41.5 41.2 41.5 42.2 29,068 28,826 29,068 28,826 29,068 28,826
Prairie Farmer: #Illinois Edition	62.1	71.5	62.1	71.5	45,232	52,094	45,232	52.094	35,989	42,984	Western Producer 51.9 44.7 51.9 44.7 55.564 47.803 55.564 47.803 31.972 29.625 Total Group 303.2 313.4 303.2 313.4 275.112 280.623 275.112 280.623 267.247 159.889
Daniel Battler's Cales	77		learnin	nge Ite	1957	cales	were \$1	7 - CN	Tage	ofore l	Heathcote Tea Council Names Poundles Pinner Lain France In In I

Pepsi Bottler's Sales Up
Pepsi-Cola General Bottlers
Inc., Chicago, distributor of Pepsi-Cola in the Chicago, Des Moines, Kansas City and Louisville markets, enjoyed a 23% sales gain in 1956, and the earnings bets, enjoyed a 23% sales gain in 1956 to 81¢ in 1957.

C-M Transfers Heathcote
Donald E. Heathcote has been transferred from the Minneapolis office of Campbell-Mithun. He will be an executive on the Kroger Co. account.

C-M Transfers Heathcote
Donald E. Heathcote has been transferred from the Minneapolis office of Campbell-Mithun. He will be an executive on the Kroger Co. account.

Rimmer Joins Equipment Book
Judd G. Rimmer has joined New Caupiment Digest as a salesman for the northern New Jersey territive April 1. The account bills about \$300,000. Spitzer & Mills, Toronto, is the current agency.



GHANA GETS GREETING-Daniel A. Chapman (right), Ghana's ambassador to the U.S., accepts a citation for his country in honor of Ghana's approaching first anniversary and its position as the

world's major chocolate source Presenting the citation is David Johnstone, Chicago, representing the American Dairy Assn. and Chocolate Milk Foundation. The associations' promotion of hot chocolate milk, the citation says, "can aid your nation in its major industry . . .'

Storer TV Stations Offer Year's Protection

Four of the five Storer group of tv stations have introduced a year's rate protection policy for advertisers. The new policy, which was tested first on WJBK-TV, Detroit, applies to WJW-TV, Cleveland, WSPD-TV, Toledo, and WAGA-TV, Atlanta, as well as to WJBK-TV.

This change was initiated by Storer in the hope that a year's protection against the periodic rate changes would become an industrywide policy. George B. Storer Jr., vp for tv operations, said this change makes it much simpler for an advertiser to plan his tv budget.

Bureau Elects Binns
Joseph P. Binns, vp and a director of Hilton Hotels Corp., has been elected president and chairman of the New York Convention & Visitors Bureau. In its 1957 annual report, the bureau announced that the annual number of conventions in New York City rose for the fourth straight year to a new high of 776. 3,833,297 delegates and visitors to these conventions and expositions spent \$231,194,441. The report also showed that hotel oc-cupancy in New York City was 8% higher than the national average.

Shulton Names Two
James J. McNamara, formerly merchandising manager of Avon Cosmetics S.A., and before that, product director for the interna-tional division of Johnson & Johnson, has joined the international division of Shulton Inc., New York, as sales promotion manager. Doro-thy Morrison, previously advertis-ing and publicity director of Roger & Gallet and Dermetics, has joined Shulton as publicity director.

Snow Crop Goes to Newspapers

Snow Crop frozen fruits and vegetables will spend its 1958 ad-vertising budget entirely in news-papers. There will be monthly product promotions in more than 50 metropolitan markets, using space up to 1,000 lines. Copy will emphasize the product quality theme, "Top of the Frozen Food Crop." Hilton & Riggio, New York, is the agency.

WVIP Names National Rep

WVIP, Mt. Kisco, N. Y., has appointed Elisabeth M. Beckjorden its national representative. Mrs. Beckjorden is the first representa-tive for this 1,000-watt independent radio station, which went on the air last November.

O'Neal Wins Ad Woman Title

Hazel O'Neal, director of adver-tising for seven Younkers depart-ment stores in Iowa, Illinois and Nebraska, has been named Des Moines Advertising Woman of the Year by the Women's Advertising Club of Des Moines. She was cited for the high standard of her work in advertising during her many years with Younkers, as well as for her work in the free lance writing

Dodge Offers Dance Charts

Dodge car owners and prospects are being offered a free Lawrence Welk dance chart as part of a direct mail postcard campaign to induce showroom visits. This is a follow-up to a recent letter from Dodge president, M. C. Patterson, to all Dodge owners, inviting them to test drive the 1958 models. Grant Advertising is the Dodge

You, too, can get effective merchandising help in Muncie

Mr. Jack Elder, State Manager of Consumer Sales for the Sinclair Oil Company says, "I can always depend upon the Muncie Star and Muncie Evening Press for complete cooperation on any of our advertising promotions."

Why don't you use these two great Eastern Indiana newspapers?



The MUNCIE STAR * MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company







3 more broadcast leaders use highway advertising

WSOC-TV PROMOTION MANAGER, JAMES W. EVANS, SAYS:

"As a new station in Charlotte, N. C., we're out to identify our name as quickly as possible. We're using National's displays on all important highways. We're pleased with the terrific comment these signs have produced. With their help, we're growing fast to first.'

NATIONAL ...

the only nationwide highway advertising company . . .

- Pinpoint localized coverage, frequent repetition, high impact, low cost.

 Complete service—design, manufacture, location, erec-
- tion, maintenance.
 The stature and integrity of its parent company-Minnesota Mining and Manufacturing Company.

For more information, send for the free illustrated 8-page booklet, "Station Identification on the Highway." Do



NATIONAL ADVERTISING COMPANY

A Subsidiary of Minnesota Mining and Manufacturing Company



Executive Offices: 33 S. Clark St. • Chicago, Illinois Chicago • Detroit • San Francisco • New York San Francisco •

These stations-like KPAY, KALL, KWHO,

KSOP, KSCR, KIMN-and many other network affiliated stations across the country, are increasing "audience awareness" with National's displays. You can too.



National Advertising Company, AA2 33 S. Clark St., Chicago 3, Illinois

Gentlemen: Please rush your 8-page brochure on National's services for the radio-TV industry.

NAME			

ZONE STATE

Not-So-Hidden Persuasion Helped Burnett Split Chrysler with Y&R

FREE

DESCRIPTIVE OUTLINE

ALL MERCHANDISING

SERVICES AVAILABLE

FOR YOUR PRODUCT IN NY

SPANISH-PUERTO RICAN

composed of Leo Burnett, board chairman; Richard Heath, president; W. T. Young Jr., exec vp; Draper Daniels, vp in charge of D

■ The presentation clinched the account for Burnett. A Chrysler official told AA that "the presentation was so powerful that it just bowled over everyone here."

The agency may have been helped with the prospective account by the presence of Herbert Fisher, Chrysler's newly appointed director of consumer research.

Mr. Fisher, a University of Chicago-educated sociologist, got his start in advertising with Burnett.

Later he moved to the research delillustrated the unexpected twists partment of J. Walter Thompson the advertising business some-Co., in New York; he left JWT late times takes. Anticipating the

last year to join Chrysler in De-

Mr. Fisher has a high regard for Mr. Burnett. He told ADVERTISING Age this week that he was "not at all unhappy" about working with

Chrysler Foreign Plants Will Pick Own Local Agencies

DETROIT, Feb. 27-Leo Burnett will place Chrysler passenger car export advertising in international media like Life International and Vision, Chrysler told AA late today. Advertising for Chrysler assembly plants abroad, formerly handled by McCann-Erickson's local offices, will be handled now by local agen-cies chosen by each plant, Chrysler said. These agencies will create their own ads and there will be no split commissions.

(Or, whatever happened to the man from Missouri?)

tions to appear a consistent. It is not being will train the fault and an artificial property of the section of the fault. It has per to make do respect this upon the section. It is consistent understood by make a few of benefits the section with terms that amper has an artificial and with terms that amper has an artificial.

Leo Burnett Company, Inc. Advertising

IT PAYS TO ADVER-TISE-Leo Burnett Co., which picked up Chrysler corporate advertising this week, ran this ad soliciting automobile accounts last November in three Detroit newspapers.

twists is the mark of a master. When Mr. Fisher left JWT (before there was any hint of a loose automotive account), Mr. Burnett wrote him a personal letter after reading of his new job in ADVERTISING AGE.

The letter, which went to Mr. Fisher's home, warmly congratulated him on his new position and went on to say something like this:

Fisher's home, warmly congratu-lated him on his new position and went on to say something like this: "As you know, we have long been interested in the automotive in-dustry, and perhaps our paths may cross again one of these days. Sincerely, Leo."

or how many persons will staff it.

The top account people will be
Mr. Diener, who will be agency
management representative, and
F. Strother Cary Jr., currently administrative vp, who will be ac-count supervisor. The agency plans to hire some field representatives to work on the account.

■ E. C. Quinn, president of Chrysler division, had this to say about Y&R: "In selecting one of the enterprising and most respected agencies in the ad business to pre-The agency will open a Detroit sent the Chrysler and Imperial cars to the public, we are confident that its experience and talent will give increased merchandising support that the chrysler and imperial cars to the public, we are confident that its experience and talent will give increased merchandising support to the selection of our confidence of the give increased merchandising sup-port to the sales program of our dealer organization.

Mr. Quinn said Y&R's other strong points are an extensive field and branch office organization and its "thorough grounding in retail marketing."

At a press conference Monday when the Burnett appointment was announced, James Cope, vp for marketing planning at Chrysler, said: "We are particularly pleased to secure the services of a young, the secure the services of a young, the secure to discuss how it got the account. The agency also said it had not decided who the account men will be. However, the Y&R team that made the solicitation reportedly was composed of



USE THE EFFECTIVE

NORWICH

FORMULA

PLAY TO THE FOLKS WHO HAVE THE WILL AND THE WAY TO BUY. IT WORKS FOR US . . . AND CAN WORK FOR YOU!

IT KEEPS US DOMINANT

AND WE'RE GOING TO STAY THAT WAY!

Are you really SELLING FOR YOUR CLIENTS when you program the "top 40" formulas?

WICH is emancipating the elders . . and elucidating those who put the actual jingle in the cash registers.

Out with the stereotyped. On with the music that even YOU can listen to!

WHEN AN ADVERTISER ASKS, "How can I improve the

quality of my advertising?" one obvious answer should always be considered. Plan, appeal, copy are all important . . . but physical improvement may be possible by using finer engravings to assure finer magazine

reproduction.

MILLER & HUTCHINGS, INC. 333 WEST LAKE STREET, CHICAGO 6

American Finest Photoengraving Plant

* PULSE - NOVEMBER 1957

Mon.-Fri. 6 g.m. to 12 mid. (Norwich, New London & Westerly, R. I. Area)

> WICH 25 Station A 16

Station B Station C 10 NECTICUT TURNPIKE

Details of this non-copyrighted formula sent personally and painlessly by Donald Lasser General Manager **NORWICH** ON THE

McKelvey, a vp.

■ The selection of Burnett came as a mild surprise in some ad cir-cles. Since Chrysler asked BBDO, the present DeSoto agency, and Grant Advertising, which has Dodge, to put on presentations for the corporate account, some ad-men felt the business would go to one of those agencies. Also, Mr. Heath told Advertising Age two weeks ago that Burnett had made no plans to solicit Chrysler (AA, 17)

Officials of the car and the corporation divisions did not make their recommendations for Y&R and Burnett to L. L. Colbert,

and Burnett to L. L. Colbert, Chrysler Corp. president, until Monday morning.

On the corporation panel were Mr. Cope, M. R. Barlow, manager of product advertising, and Richard Forbes, director of corporate advertising. The car division panel was composed of Mr. Quinn, C. E. Briggs, vp in charge of division sales, and Burton R. Durkee, director of sales promotion. rector of sales promotion.

 More than 12 agencies solicited the two accounts. In declining to name any of the other agencies, Chrysler said, "We were determined not to turn this into a

AA learned, however, that in addition to Y&R, Burnett, BBDO and Grant, among the other agencies seeking the account were Benton &

Bowles and Cunningham & Walsh.
In answer to a question by AA,
DeSoto said its relations with its
agency, BBDO, have not been disturbed. DeSoto said BBDO informed it when Buick had contacted the agency, and said DeSoto was kept fully informed of the two talks that the agency had with Buick officials. #

Brorby to Admen: Help TV Reach Its 'Full Destiny'

(Continued from Page 2) newly elected chairman of the Southwest group.

Other speakers were Walter Guild, of Guild, Bascom & Bonfigli, San Francisco; Arthur G. Rippey, Rippey, Henderson, Buck-num & Co., Denver, and Lawrence O. Holmberg, Compton Advertising, Chicago; John Baxter, Earle Ludgin & Co., Chicago; Robert Parker, Erwin Wasey, Ruthrauff & Ryan, Dallas, and Kevin B. Sweeney, president of Radio Advertising Bureau. James Anderson, Crook Bureau; James Anderson, Crook Advertising Agency, Dallas; How-ard Neumann, Lowe Runkle Co., Oklahoma City, and Bertram J. Lange, Time-Life International, New York, and Bryan Houston, Bryan Houston Inc., New York.

■ In addition to naming Mr. Hite chairman of the Four A's Southwest council, the group named Joe Wilkerson, of McCann-Erickson, Houston, vice-chairman, and John Stewart, president of Glenn Advertising, Dallas, secretary and treasurer. Les Hauger, Watts, Payne Advertising, Tulsa, was elected to the board of governors. R. J. Burke, Burke Advertising, Dallas, was elected president of

Dallas, was elected president of the Southwestern Assn. of Adver-tising Agencies. The new vice-president is Jack Hamilton, Alert Advertising, Galveston, and secretary-treasurer is Dale Buckner,

Buckner Advertising, Lubbock. New directors of SAAA are Bob Wilson, Wilson Advertising, Tul-sa; Jim McBride, McBride Advertising, Fort Worth, and Monte Rosenwald, Monte Rosenwald Adver-

tising, Amarillo.

The groups' 1959 conventions will be in Houston. #

Sigurd Larmon, president; Frank Fagan, senior vp, and Randolph T. It's Up to Advertiser to End TV's Trivia, Boredom, Pap': Foreman

(Continued from Page 2)

enumerate television success, that we can pie-chart the most elusive element in the world—the quicksilver of entertainment. This gives courage to the nincompoop and opinions to those without taste. By the same token it takes courage away from those with foresight and imagination.

"In a climate such as this, progress dies a-borning and creativity is made obsolete—for it is the past which dictates the present and strangles the future," he said.

Mr. Foreman suggested that other considerations as well as ratings should come into play when one is judging shows. Among them:

• Is it the type of program that makes the viewer think more highly of its sponsor?

• How does the program rank in

sales effectiveness? Would an another program, which gives the viewer a greater sense of personal involvement, provide a better at-mosphere for the commercial?

- Is the tv vehicle a proper one to get across the corporate image?
- . As his answer to what should be done to raise the quality of tv, Mr. Foreman proposed the "Foreman uplift plan," which he said would be beneficial to networks, sponsors and the audience.

It would, he said, provide a larger audience at a lower cost per 1,000, offer a better climate for commercials, give a better corpor-ate image, stir up some program-ming excitement and "send the sponsor to bed with a feeling of pride."

Mr. Foreman's plan calls for a ed.

few prime hours to be set aside on WTTW Offers Kine Service a once-a-month basis. This, he said, would enable corporate adver-tisers who don't feel they have to be on tv every week to concentrate on their own high-caliber monthly shows, with each sponsor striving to make his series as individualistic and distinctive as possible. #

Banks Plan to Spend \$128,000,000 on Ads in '58 Commercial banks in the U. S. are planning to spend \$128,000,000 on advertising in 1958, a record figure and a gain of 28% from 1957, a survey of the advertising department of the American department of the American Bankers Assn. has reported. Of 3,357 of 3,840 banks participating, newspapers were first media choice. Of banks reporting, 52% have increased their advertising budget over a year ago; 34% plan approximately the same expendi-

ture and 14% will spend less.
Increasing of deposits will receive the greatest emphasis, the banks almost unanimously report-

WTTW, Chicago educational tv station, which has been handling tv recording work for ad agencies, sponsors and public relations companies since last August, is now offering complete tv recording service using both air and closed circuit facilities. Recordings can be made in positive or negative or with the sound and picture recorded separately for separate editing.

> PENNSYLVANIA'S RD LARGEST LIQUOR MARKET PHIL-URBIA

A LINE 67,000+ ABC CIRCULATION

Philadelphia Suburban Newspapers, Inc.



PHOTOGRAPHIC REVIEW



Jackson

FIVE HAPPY YEARS—These joyful gentlemen are poised over a cake marking the fifth anniversary of Jackson, Haerr, Peterson & Hall, Peoria, Ill. About to take the first slice is Graham Jackson, president, and assisting him are Alvin Haerr, exec vp, and Richard

Klein

A. Hall, chairman of the board. Onlookers are Phil Harney, vp; Ray Peterson and Sherman Peterson, vps; Eugene McDaniels, production manager, and Edward Klein, copy director. Both Mr. McDaniels and Mr. Klein are charter members of the agency.

Ray Peterson



PROTECTION -American Tansul Co. is using ads like this to point up that Tansul-7 protects the quality and taste of beer in the same way the government protects national parks. All six ads for 1958 consist of a full-page photo with no copy. with a column on the facing page carrying the message. Ads will appear in brewer publications.



OUTDOOR DEBUT—Hudson Pulp & Paper Co., New York, in its initial outdoor poster campaign, now getting under way, will cover selected markets in 12 eastern and midwestern states. Copy featuring napkins and tissues will use the same little girl in a series of human interest situations. Norman, Craig & Kummel is the agency.



DISPLAY PIECE
—That's Greta
Thyssen and she's
holding up a
rocket, symbolic
of sales of No-Cal
beverages, says
the release.



WESTERN MOTIF—The Vendo Co., Kansas City, has introduced a background which transforms a battery of vending machines into a street scene from a fron-

tier town in the Old West. This one is located near the Vendo production line. The idea is to "improve morale and increase productive efforts," Vendo says.



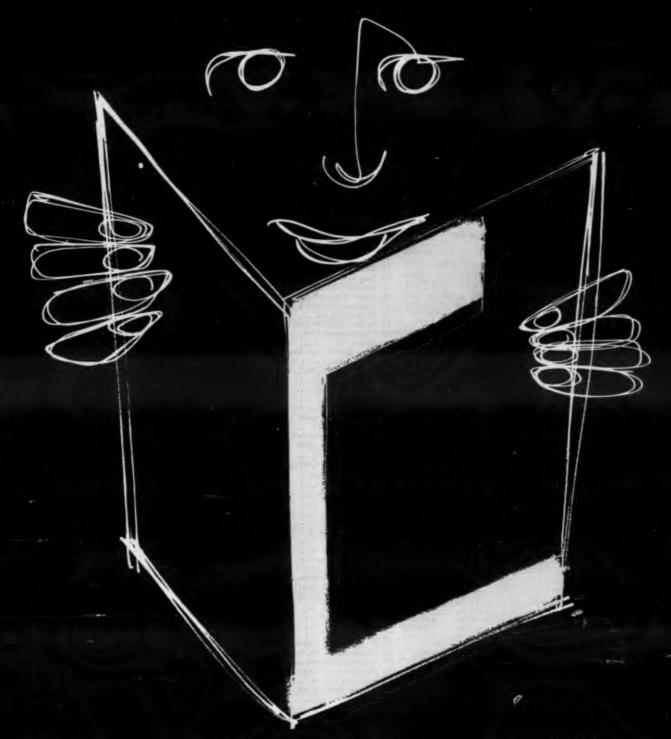
GIVING LIFE IO DEAD PANELS—Dead outdoor panels downgrade the medium and hurt live panels, says Harry O'Mealia, president of O'Mealia Outdoor Advertising Corp., Jersey City. To make the medium more interesting to the public and at the same time help customers get greater impact, Mr. O'Mealia uses dead copy panels for appropriate posters to direct attention to adjoining current copy.



PREVIEW—Robert J. Furlong, Michigan Tourist Council executive secretary, and J. L. Rast, of Ross Roy Inc., preview plans for the council's national spring and summer ad campaign.



1958 POSTER—This is the official poster for Mother's Day this year, prepared by the National Committee on the Observance of Mother's Day.



Your advertising will be read by more people in This Week than in any other publication

In '57 Top 100 Advertisers Invested \$812,131,124 in Magazines, Network TV

(Continued from Page 1)

Motor Co., which placed seventh in 1956 with \$21,793,953 and moved to fifth last year, when it spent its advertising budget from \$14,-\$28.082.142. 422,347 to \$19,503,362. #

1954-1957 Totals for 100 Leading **Advertisers in Magazines and Net TV**

Source: Publishers Information Bureau Compiled by Leading National Advertisers Inc.

Listed below are 1957's top 100 advertisers in magazines and television, showing the amount each company spent during the past four years for time and space in general magazines, farm magazines, newspaper supplements and network tv (no talent costs are included for tv). These totals do not include expenditures in newspapers, outdoor (see Page 70), spot and network radio, spot tv (see Page 76), point of sale, etc. (Network radio figures are included only for 1954.)

	Company	1957	1956	1955	1954
1	Procter & Gamble Co	\$57,191,511	\$56,090,327	\$42.822.047	844,774,721
2	General Motors Corp.	41.834,224	48,981,798	44,459,367	36.774.822
	Chrysler Corp	30,945,944	26,923,885	27,794,038	18,378,063
	Colgate-Palmolive Co	29,078,118	29,566,513	25,507,021	26.727.057
5.	Ford Motor Co	28,082,142	21,793,953	18,615,968	15,418,383
	General Foods Corp	28,061,402	27,646,261	30,236,642	25,256,953
	Lever Brothers Co	23,565,993	15,935,734	15,037,922	17.939.515
	American Home Products Corp Bristol-Myers Co	22,431,011 19,503,362	18,979,916 14,422,347	11,914,669 9,865,382	11,328,944 7,599,898
	R. J. Reynolds Tobacco Co	13,159,901	15,662,104	15,254,201	16,706,162
	Gillette Co	17,685,405	17,221,804	19,073,085	19,499,770
	American Tobacco Co	17,588,848	16,108,798	17,318,843	15,937,237
13.	General Mills Inc	17,554,819	17,930,233	14,321,807	16,120,255
	General Electric Co	17,282,427	25,026,555	19,866,586	17,860,888
	Campbell Soup Co	12,609,478	13,684,134	10.643,850	11,068,864
	Liggett & Myers Tobacco Co American Telephone & Telegraph Co.	11,270,727 11,128,369	10,341,277 10,753,125	9,358,157 7,057,170	12,344,584 6,335,379
18	Philip Morris Inc.	10,373,603	4,370,713	5.149,104	6,448.396
	National Dairy Products Corp	10.178,845	10.836,340	10,012,631	10,327,232
20.	Pharmaceuticals Inc	9,808,053	6.781,863	5,046,144	6,353,992
21.	Keiloge Co	9,549,633	8.059,547	6,416,384	8,077,670
22.	Brown & Williamson Tobacco Corp.	9,529,053	5,361,682	3.252,806	3.446,948
	Westinghouse Electric Corp	9,071,936 8,930,096	10,773,594 7,404,552	6,389,597 5,570,036	5,677,846 4,912,045
	Revion Int.	8,910,244	6.853,191	3,943,899	1,343,038
	Sterling Drug Inc	8,862,795	6,391,628	4.960.050	7,649,685
27.	Quaker Oats Co	8,350,344	6.574.062	5,629,446	7,725,467
28.	Distillers Corp Seagrams Ltd	8,305,052	8,188,824	8.039,124	6.604,543
	Goodyear Tire & Rubber Co	7,637,898	7,509,807	7,304,332	6,780,939
30.	Pillshury Mills Inc	7,539,635	8,871,283	7,729,511 6,349,687	7,882,017
31.	E. 1. du Pont de Nemours & Co Helene Curtis Industries Inc	7,433,063 7,352,635	6,918,970 6,630,266	5,747,304	4,928,415 5,196,785
	Eastman Kodak Co	7,246,795	5,413,905	4,713,315	3,585,606
34.	Warner-Lambert Pharmaceutical Co.	7,221,219	6,225,078	4.198.194	3,490,459
	Johnson & Johnson	7,122,462	5,720,715	5,240,564	4,446,233
36.	Swift & Co	6,698,248	7,011,380	6,530,844	9,099,850
37.	Sperry Rand Corp	6,694,745	5,486,217	3,959,909	2,552,963
	P. Lorillard Co	6,435,627 6,432,140	6,116,852	9,073,973	12,752,170
	Armour & Co	5,921,531	6,504,523 5,495,745	4,713,816 3,921,333	5,150,663 7,922,527
41	National Distillers & Chemical Corp.	5,643,306	4.948.603	5,239,759	4,813,084
42.	Borden Co	5,622,789	6.042,121	6,443,576	4,089,694
43.	National Biscuit Co	5,572,524	5,415,390	4,467,330	3,531,699
44.	Radio Corp. of America	5,501,847	7,939,230	6,349,987	5,888,940
	Wessen Oil & Snowdrift Co	5,414,998	3,381,096	1,783,725	2,348,791
	Corn Products Refining Co	5,348,333 5,278,320	4,386,802 3,704,570	2,795,054 3,348,831	2,841,504 2,902,489
	S. C. Johnson & Son Inc.	5,251,354	4,716,167	5,657,231	6,291,352
	Scott Paper Co	5,250,265	5,833,412	5,194,408	3,704,743
50.	Hazel Bishop Inc	5,238,218	2,644,770	2,733,680	2,901,373
51.	Nestle Co	5,232,342	4,492,570	4,116,048	3,147,357
52.	Carnation Co	5,191,876	5,565,228	4,665,080	4,128,783
53.	Firestone Tire & Rubber Co	4,740,625	4,854,806	3,852,962	4,194,532
	Chesebrough-Pond's Inc	4,729,170 4,514,099	3,035,220 4,224,120	2,687,716 2,119,630	2,141,088 2,391,042
	Aluminum Co. of America	4,417,855	4,037,084	2,832,621	3,082,425
57.	Armstrong Cork Co	4,255,438	4,470,494	3,220,355	2,718,383
58.	Schenley Industries Inc	4,247,364	3,620,389	4,055,003	3,769,668
59.	Coca-Cola Co	4,182,976	5.754,512	5,330,817	4,523,993
	U. S. Steel Carp	4,130,633	3,369,957	3,254,489	2,875,981
	Sylvania Electric Products Inc Whistened Corn	4,109,982 4,075,487	3,353,431 2,172,238	4,042,087 930,594	3,522,540 686,414
	Whirlpool Corp	3,963,704	3,141,221	1,653,675	1,505,149
	Kimberly-Clark Corp	3,930,902	3.956,712	4,695,779	4.050,843
65.	Best Foods Inc	3,749,113	3,330,401	3,072,109	2,604,346
	Hunt Foods & Industries Inc	3.666,514	3,499,580	2,949,241	1,274,224
67.	H. J. Heinz Co	3,594,062	3,438,832	3,675,901	1,895,785
	Hiram Walker-Gooderham & Worts .	3,536,949 3,521,266	2,831,203 1,169,140	2,358,725 480,842	1,928,038 540,431
70	Sears, Roebuck & Co	3.511,896	808,777	243,462	624,394
71.	Rexail Drug Co	3,392,235	3,580,706	2,840,865	4,340,996
72.	California Packing Corp	3,378,819	2.551,651	2,407,698	2,350,139
73.	Pepsi-Cola Co	3,345,779	2,826,028	2,381,776	2,902,121
74.	Simoniz Ce	3,324,081	2.064,877	2,694,338	2,152,091
	Outboard Marine Corp	3,242,679 3,188,185	2,354,854 2,140,060	1,698,495	1,203,660
	Lehn & Fink Products Corp	3.181.257	2,395,777	2,787,975	1,103,271
	Reynolds Metals Co	3,180,000	3,393,745	2,764,911	2,493,325
	Schick Int	3,067,288	3,271,913	2.286,905	2,432,960
	Sunbeam Corp	3,004,666	4,847,943	2,607,642	3,221,208
	New York Life Insurance Co	2,919,073	2.379,084	1,838,674	1,282,086
82.	Purex Corp	2,902,068 2,875,438	2,865,735 2,789,369	2,448,272 2,631,972	3,151,992 2,402,658
	Union Carbide Corp.	2,761,302	2,509,856	1.975,842	2,402,658
85.	U. S. Rubber Co	2.669.234	2.991,387	1,552,270	1,778,250
86.	Gerber Products Co	2,637,130	1,889,521	1,657,261	1,679,567
87.	Pet Milk Co	2,633,019	2,346,238	2,084,619	2,906,232
	Shell Oil Co	2,632,412	934,056	1,208,496	715,966
	Singer Manufacturing Co	2,630,875	2,353,023	1,858,911	1,379,553
	American Chicle Co	2,617,367 2,593,448	2,016,461 2,935,665	1,739,689 3,016,677	1,964,286 3,557,862
92	Atlantis Sales Corp.	2,510,969	2,410,897	1.891.824	1,606,316
	Heubiein Inc.	2,492,336	2,090,411	1,293,685	980,070
94.	Philee Corp	2,486,120	4,343,997	3,263,497	5,307,296
95.	Norwich Pharmacal Co	2,459,608	2,765,184	1,815,212	1,195,966
	Doubleday & Co	2,457,613	2,466,292	2.043,914	2,107,871
97.	American Gas Assn	2,397,092 2,392,817	982,350 2,134,587	753,356	706,123
	Time Inc.	2,384,012	1,686,394	1,381,700 87,780	1,974,851 99,260
100	American Cyanamid Co	2.370.642	2.620.847	1,327,835	1,288,560
-					

100 Top Magazine and Television Advertisers in 1957

Source: Publishers Information Bureau Compiled by Leading National Advertisers Inc.

Weekly, First 3 Markets Group, New York Times Magazine, Parade and This Week Magazine.

COMPANY	Total Expenditure	General	Magazines Farm	Total	Sun lay Magazine Sections	Network Television
. Procter & Gamble Co		\$8,917,358	\$213,508	\$9,130,866	\$1,014,630	\$47,046,01
General Motors Corp		23,946,832	1,474,490	25,421,322	3,679,465	12,733,43
Chrysler Corp.	30,945,944	10,362,273	386,270	10,748,543	1,281,625	18,915,77
Colgate-Palmolive Co	29,078,118	4,661,664	96,490	4,758,154	4,944,251	19,375,71
General Foods Corp.	28,082,142 28,061,402	11,867,425 7,511,243	1,455,522	13,322,947	1,735,991	13,023,20
Lever Brothers Co.	23,565,993	4.476.956	213,421	7,724,664 4,476,956	4,180,137 2,791,748	16,156,60
American Home Products Corp		3,352,751	176,672	3,529,423	365,780	18,535,80
Bristol-Myers Co	19,503,362	4,818,029	194,848	5,012,877	2,000,531	12,489,95
R. J. Reynolds Tobacco Co		4,723,682	284,045	5,007,727	950,590	13,201,58
Gillette Co.		1,272,883	14,000	1,286,883	607,685	15,790,83
American Tobacco Co	17,588,848	5,986,844	162,475	6,149,319	2,092,900	9,346,62
General Mills, Inc	17,554,819	7,434,703 9,991,165	491,334	7,926,037	1,022,910	8,605,87
Campbell Soup Co.	12,609,478	5.242.351	286,504 186,210	10,277,669 5,428,561	2.215.535	5,714,85 4,965,38
Liggett & Myers Tobacco Co	11,270,727	2,415,264	100,210	2,415,264	674.090	8,181,37
American Telephone & Telegraph Co	11,128,369	7,455,621	382,528	7,838,149	12,291	3,277,92
Philip Morris, Inc	10,373,603	2,991,066		2,991,066	3,439,633	3,942,90
National Dairy Products Corp	10,178,845	3,037,775	7,063	3,044,838	489,360	6,644,64
Pharmaceuticals, Inc.		597,840		597,840	624,578	8,585,63
Kellogg Co	9,549,633	1,074,353	54,046	1,128,399	443,449	7,977,78
Westinghouse Electric Corp.	9,529,053	1,776,401 3,293,809	143,945	1,920,346	514,745	7,093,96
Standard Brands, Inc.	8,930,096	4,316,069	156,912 99,072	3,450,721 4,415,141	1,119,230 2,609	4,501,98
Revion, Inc.	8,910,244	1,409,144	77,072	1,409,144	482,058	7,019,04
Sterling Drug, Inc	8,862,795	2,619,148	150,432	2.769,580	1,381,864	4,711,35
Quaker Oats Co	8,350,344	2,297,571	110,852	2,408,423	1,235,420	4,706,50
Distillers CorpSeagrams, Ltd	8,305,052	7,280,579	*******	7,280,579	97,713	926,76
Goodyear Tire & Rubber Co	7,637,898	5,065,902	464,360	5,530.262	46,848	2,060,78
Pillsbury Mills, Inc. E. I. Du Pont de Nemours & Co., Inc.	7,539,635	1,507,392	48,000	1,555,392	2,178,597	3,805,64
Helene Curtis Industries, Inc.		4,866,634 1,977,353	255,249	5,121,883	572,220 707,300	1,738,96
Eastman Kodak Co.		3,939,718	47,800	1,977,353 3,987,518	64,562	4,667,98 3,194,71
Warner-Lambert Pharmaceutical Corp		3,681,849	116,995	3,798,844	889,982	2,532,39
Johnson & Johnson		3,838,782	352,515	4,191,297	404,210	2,526,9
Swift & Co		1,214,442	101,039	1,315,481	186,342	5,196,43
Sperry Rand Corp	6,694,745	2,069,805	249,748	2,319,553	118,050	4,257,14
P. Lorillard Co	6,435,627	118,910		118,910	1,122,595	5,194,13
Armour & Co.	6,432,140	1,926,181	114,252	2,040,433	538,065	3,853,64
Miles Labs., Inc. National Distillers & Chemical Corp.	5,921,531	476,075	45,185	521,260	351,970	5,048,30
National Distillers & Chemical Corp Borden Co	5,643,306 5,622,789	5,639,044 2,572,495	121,650	5,639,044 2,694,145	4,262 117,905	2 910 7
National Biscuit Co.		1,013,274	84,005	1,097,279	2,227,311	2,810,73 2,247,93
Radio Corp. of America		2,878,005	107,500	2.985.505	172,306	2.344,03
Wesson Oil & Snowdrift Co., Inc	5,414,998	1,564,296	64,600	1,628,896	2,181,105	1,604,99
Corn Products Refining Co	5,348,333	1,459,890	91,668	1,551,558	865,924	2,930,85
Joseph Schlitz Brewing Co		1,445,264		1,445,264	827,542	3,005,5
S. C. Johnson & Son, Inc.		706,086		706,086	655,490	3,889,7
Scott Paper Co		1,614,398	7,900	1,622,298	285,710	3,342,25
Hazel Bishop, Inc	5,238,218 5,232,342	46,025 993,800	10,450	1,004,250	97,991	5,192,19
Carnation Co.	5,191,876	1,603,430	219,281	1,822,711	1,315,045	4,130,10 2,054,12
Firestone Tire & Rubber Co.	4,740,625	3,023,001	168,550	3,191,551	1,313,043	1,549,0
Chesebrough-Pond's, Inc.		724,271		724,271	840,060	3,164,83
Prudential Insurance Co. of America	4,514,099	70,360	18,000	88,360	1,223,755	3,201,98
Aluminum Co. of America		2,065.796	162,386	2,228,182	118,950	2,070,7
Armstrong Cork Co		1,665,584	51,815	1,717,399	343,050	2,194,9
Schenley Industries, Inc.		3,921,763		3,921,763	54,205	271,3
U. S. Steel Corp.	4,130,633	1,280,666	178,244	1,280,666	1,861,020	1,041,29
Sylvania Electric Products, Inc.	4,109,982	1,576,213	170,244	1,576,213	32,000	2,501,7
Whirlpool Corp.		2,365,987	94,100	2,460.087	76,946	1,538,4
Mennen Co	3,963,704	966,156		966,156		2,997,5
Kimberly-Clark Corp.		1,252,230	,	1,252,230	331,755	2,346,9
Best Foods, Inc.		667,558	12,770	680,328	426,820	2,641,9
Hunt Foods & Industries, Inc.		1,476,044		1,476,044	2,190,470	1 0000
H. J. Heinz Co		1,711,621 3,536,949	******	1,711,621 3,536,949	532,368	1,350,0
Sears, Roebuck & Co.		2,821,331	4,960	2,826,291	258,125	436,8
Max Factor & Co.		585,692	4,700	585,692	39,940	2,886,2
Rexall Drug Co	3,392,235	1,799,687	452,988	2,252,675	777,115	362,4
California Packing Corp	3,378,819	2,395,738	19,120	2,414,858	584,885	379,0
Pepsi-Cola Co	3,345,779	1,636,120	70,000	1,706,120	1,428,105	211,5
Simoniz Co.		1,914,435	40.000	1,914,435	75.000	1,409,6
Outboard Marine Corp	3,242,679	2,781,461	43,817	2,825,278	75,200	342,2 2,723,6
Lehn & Fink Products Corp.		271,908 2,757,322	192,588 59,515	464,496 2,816,837		364,4
Reynolds Metals Co		630,891	28,628	659,519	195,760	2,324,7
Schick, Inc.	3,067,288	863,556	20,020	863,556	16,000	2,187,7
Sunbeam Corp	3,004,666	1,829,743	12,941	1,842,684	32,100	1,129,8
New York Life Insurance Co		1,851,913	245,985	2,097,898	821,175	
Purex Corp., Ltd.		651,799		651,799	187,785	2,062,5
American Dairy Ass'n		1,421,883	20,720	1,442,603	156,700	1,276,1
Union Carbide Corp		1,447,487	28,800 50,853	1,476,287	93,151	1,191,8
Gerber Products Co.		961,769	30,833	961,769	10,333	1,675,3
Pet Milk Co.		310,138	*******	310,138		2,322,8
Shell Oil Co.		2,539,875	92,537	2,632,412		100000
Singer Manufacturing Co	2,630,875	1,023,509	125,500	1,149,009		1,481,8
American Chicle Co	2,617,367					2,617,3
. Andrew Jergens Co	2,593,448	1,559,085	135,400	1,694,485	400,645	498,3
Atlantis Sales Corp		1,797,682	50,850	1,848,532	396,715	265,7
Heublein, Inc.		2,452,899	116.000	2,452,899	39,437	*****
Philco Corp.		2,256,617	115,280	2,371,897	454.349	114,2
Norwich Pharmacal Co		1,368,707	183,803	1,552.510	454,163	452,9
Doubleday & Co., Inc		779,730 934,400		779,730 934,400	1,677,883	1,462,6
. American Gas Ass'n		1,280,252	5,031	1,285,283	52,055	1,462,6
. Time, Inc.		365,130	111111111	365,130	5,891	2,012.9
	2,370,642	1,596,701	686,468	2,283,169	24,933	62,5

Cities Service Ltd. Moves

ton Purkis Ltd. Cities Service, now | ucts from its new 20,000-bbl.-a-Cities Service Ltd. Moves

Canadian Account to Reynolds
Cities Service Oil Co. Ltd., Toronto, has named E. W. Reynolds
Ltd. to handle its advertising in Canada. Reynolds succeeds Thorn-



into the next morning paper, offering price reductions of about \$4 on most GE appliances

GE Drops Fair Trade; Sunbeam Follows Suit

(Continued from Page 2) distributors get the word out to

retailers today.

In other large cities, including Milwaukee and Philadelphia, the situation was similar. Three Mil-waukee department stores slapped large space ads into this morning's newspapers announcing GE price cuts. Similar ads appeared in Philadelphia. Silo discount house there announced price cuts of 30% to

On a broader front, the decision by GE and Sunbeam to throw in the towel after six years is a blow to fair trade as great, or greater, than the many adverse decisions that the system has sustained in state courts during recent years. The controversial "non-signer"

Out: Ronson, Hamilton-Beach; Still in: Casco, Parker, Bissell

NEW YORK, Feb. 28—Ronson Corp., Newark, and Hamilton-Beach Co., Racine, Wis., have joined the parade away from fair trade, but Parker Pen Co., Janesville, Wis.; Casco Products Corp., Bridgeport, Conn.; and Bissell Carpet Sweeper Co., Grand Rapids, Mich., announced they are holding the line.

clause has been declared unconstitutional by courts in 11 states.

• GE's large home appliances have never been fair traded, but up until a few years ago "suggest-ed" retail prices were given. In making the announcement of discontinuation on the small appli-ances, vp H. W. Sahloff said there were two significant factors in the decision.

"First is the adverse legal posi-tion of fair trade, evidenced most recently in several key markets. Court after court has expressed its lack of sympathy with fair trade and its disagreement with the legislative judgment which led to the passage of the fair trade laws. These decisions have left vast and commercially important areas of the country where a manufacturer can no longer either adopt or enforce fair trade prices for its prod-

"Secondly, dealers complying with our prices in fair trade states have been placed in an untenable competitive position when located next to non-fair trade areas or in

"These obstacles, as well as the mail order loophole and other in-consistencies in the legal situation, have made fair trade unworkable for the marketing of products."

· Mr. Sahloff said GE had instituted more than 3,000 fair trade suits in the last five years and as a result has concluded that "it is impossible to uniformly establish and effectively protect our fair trade price structure in the manner originally contemplated by the fair trade laws."

Last October, the U. S. Supreme

Court refused to review a lower court decision that gave Masters Mail Order Co. of Washington (a QUICK REACTION—Announcement that General Electric dropped fair trade practices opened a flurry of price-cutting announcements. Milwaukee's Boston Store got this ad tention to stick with fair trade.

states where it has become increasingly difficult to secure injunctions promptly or adequate
penalties to enforce them.

"These obstacles, as well as the
mail order loophole and other in"Bayer Camera Wolleash Coti Revere Camera, Wollensak Opti-cal, and McKesson & Robbins. The fair traders' ranks still include Revere Copper & Brass and makers of cosmetics, toiletries, drugs, hardware and tobacco.

Sunbeam will still fair trade its power tools, lawn mowers, lawn sprinklers and hedge trimmers. GE photographic flashbulbs will con-tinue to be fair traded wherever possible.

Currently, fair trade exponents are rallying for a national fair trade law which would empower the Federal Trade Commission to enforce the act. Such a measure was recently introduced into the house of representatives by Oren D. Harris (D., Ark.).

■ The National Assn. of Retail Druggists said it was in the process of "mobilizing our forces" to speed

retary of the association, sent a letter to its 46,000 independent druggist members, urging them to tell their congressmen that they favor the bill and to convince other retailers to do likewise. #

Mrs. Lewis to U.S. Shoe

Mrs. Bettilu Lewis, formerly di-rector of advertising and sales promotion for Spencer Inc., New Ha-ven foundation garment manufacturer, has been named promotion manager of U. S. Shoe Corp., Cincinnati. She will assist in co-ordinating merchandising and sales promotion activities for Red Cross,



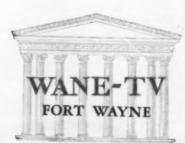
Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO - have our unique Excess INSUR-ANCE, to cushion the claim effectively, inexpensively.





211,051 Bill Wagners.



In 1794, Gen. Anthony Wayne built a fort to fight the Miami Indians. No trace of it remains today, but its history lives on in the people that make up Fort Wayne, Indiana and the Fort Wayne television market . . . because people . . . not sites, make cities and markets . . . people like Bill Wagner, a skilled machinist in a factory manufacturing agricultural machinery.

Prosperous hard-working Bill and his family are typical of the 211,051 television families that are the Fort Wayne television market . . . families that look to WANE-TV for their news and entertainment . . . families with buying incomes of over \$1,250,000,000.

Smart advertisers want to reach these 211,051 Wagner families. They do it over WANE-TV as more of these families watch WANE-TV than any other station in the billion-dollar all-UHF Fort Wayne market. Represented by Petry.

Sources: Area ARB 11/57; TV Mag. 3/57 & 2/58; Copyrighted...Sales Management 1957.

A CORINTHIAN STATION Responsibility in Broadcasting

KOTV Tulsa KGUL-TV Galveston, serving Houston WANE & WANE-TV Fort Wayne WISH & WISH-TV Indianapolis

another reason

DAVENPORT ETROPOLITAN is a m-u-s-t

"INCLUDING DAVENPORT AND BETTENDORF, IOWA AND ROCK ISLAND, MOLINE AND EAST MOLINE, ILLINOIS

It's a \$926,397,000 marketone of the top 10 in the big 5 North Central States

Sell it best with ... DAVENPORT

CIRCULATING DAYENPORT AND BETTENDORF, IOWA, ROCK ISLAND, MOLINE, AND EAST MOLINE, ILL.



NEWSPAPERS

Ervin Acel, Adman, Editor, Swordsman, Is Dead at 69

NEW YORK, Feb. 25-Ervin S Acel, 69, president of the advertising agency bearing his name and a specialist in foreign-language newspaper advertising, died yesterday at Hudson River Hospital, Poughkeepsie, N. Y., after a short

Born in Hungary, Mr. Acel held a doctorate in law from the University of Berlin. He came to the U.S. in 1912 and became an associate editor of the Hungarian-language newspaper, Magjar Neppava, in New York. In 1916 he started his own advertising agency and he own advertising agency and be-came a specialist in foreign-lan-guage newspaper advertising. He also wrote many articles on eastern European politics and economics for magazines and newspapers, including the New York Times.

Mr. Acel for many years was an

outstanding fencer, and represent-ed the New York Athletic Club in many matches, particularly in sa-ber competition. He was a member of the U.S. Olympic fencing team in 1928

JOHN M. KENNY

New York, Feb. 26—John M. Kenny, 56, former advertising and promotion manager of Commonweal and chief of Seabee combat correspondents in World War II, died yesterday in Veterans Administration Hospital ministration Hospital.

Born in Nashville, Mr. Kenny attended the U. S. Naval Academy for a time but was graduated from Vanderbilt University in 1924. Later he attended the Crawford Foreign Service School.

He was with Commonweal from 1925 to 1938 as promotion, circulation and advertising manager. Later he wrote with Achmed Abdullah "For Men Only—a Cook Book," published by G. P. Putnam's Sons.

Mr. Kenny enlisted in the Navy

in 1942 and was assigned to the Seabees. He directed original Sea-bee recruiting publicity until his departure for the Pacific in De-

cember, 1942.

After the war he did free lance writing, specializing on food and travel articles, and also collabor-ated on radio programs.

ENOCH N. FREDERICKSON

CHICAGO, Feb. 25—Enoch N. Frederickson, 69, who retired last April after 13 years with Leo Burnett Co., died in Jackson Park Hospital here Feb. 18.

Mr. Frederickson began his 42-year advertising career with the old William H. Rankin agency in 1916. From 1922 to 1924 he was ad manager of Hartmann Trunk Co., and from 1924 through 1930 he was an account executive with the old Williams & Cunnyngham agency. He operated his own agency here during the '30s and joined Burnett in 1944.

BENJAMIN HUNTER

New York, Feb. 25—Benjamin J. Hunter, 63, former national sales manager of the wine and spirits manager of the wine and spirits division of Canada Dry Corp. and an honorary vp of the company, died of a stroke Feb. 19 at his home in Yonkers, N. Y.

Born in Tennessee, Mr. Hunter attended Princeton University but left before taking his degree to

left before taking his degree to serve in World War I in the avia-

serve in World War I in the aviation section of the signal corps.

After the war he worked as a salesman for various companies and joined Canada Dry, then called Canada Dry Ginger Ale Inc., in 1936. For ten years until he retired in 1957, he was national sales manager of the company's wine and spirits division. In addition, he was made an honorary vp in 1956. was made an honorary vp in 1956.

He was a past commander of the Bodenstab-Thomas Post of the American Legion and was a member of the Legion's Society of the

New Haven to Weiss & Geller

New Haven Clock & Watch Co. is expected to appoint Weiss & Geller, New York, to handle its advertising. The company has done no advertising for more than a year. Under reorganization, the company was taken over Feb. 14 by new management, headed by Max A. Geller, who is president of the Weiss & Geller agency (AA, Feb. 10). At New Haven, where he previously served from 1949 to 1954. viously served from 1949 to 1954, Mr. Geller is chairman and chief

C. F. Sauer Co., Richmond, Va., has named Robert E. Baxter advertising and sales promotion manager. Mr. Baxter was formerly manager of general advertising for the Petersburg Newspaper Corp. for 1 Corp.

Louisville's FOREMOST and BEST KNOWN FIGURE



WHAS-TV's Channel 11 figure is a distinctive reminder to Louisville market viewers that WHAS-TV provides outstanding service. WHAS-TV produces unique community programs such as the award-winning "Inside Our Schools" and "WHAS Crusade for Children"; "Flight Plan" and "Teens View The News'

Regular WHAS-TV programs play an important service role, too. "Midday Roundup", 12 to 12:30 p.m. daily, provides country music, news, farm market and weather information. People paint or pout, depending upon the weather. News, too, serves a universal need. Farm interest centers on the market. "Midday Roundup" is Louisville's only rural-urban service show.

The Channel 11 figure should remind you that for selling results, your advertising deserves individual attention . . . and th ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV Programming PAYS OFF!

FOREMOST in Service-BEST in Entertainment!

> VICTOR A. SHOLIS, Director Represented Nationally by Harrington, Righter & Parsons Associated with The Courier-Journal and Louisville Times



BASIC CBS-TV Network

OPENING-Abercrombie & Fitch, New York, has scheduled this page ad in the March issue of Sunset to announce opening of a San Francisco branch March 10. Calkins & Holden is the agency.

Military Consumers Are Responsive to Ads, Says Ryan Book

WASHINGTON, Feb. 25—A unique segment of the American consumer market—the armed forces—is explored in a book by John J. Ryan, market consultant to the

Army Times Publishing Co.
"Selling the Armed Forces Consumer Market" (Army Times Publishing Co., Washington, \$10) is called the military market handbook. Mr. Ryan gives information on how to sell to the various serve. on how to sell to the various serv-ice exchanges, and data on the military market.

In the chapter devoted to advertising, the author says, "There is probably no other market of comparable size and income anywhere in the world that is as re-sponsive to advertising as the military market . . . Certainly few markets compare with this one when it comes to pinpointing ad-vertising results and showing a direct correlation to sales."

■ The best way to reach the military consumer is through non-official military publications, Mr. Ryan writes. Other media reaching the military get limited coverage or do not carry ads, he says.

Companies selling through serv-ice exchanges are encouraged by the services themselves to advertise, the author says, because the exchanges are not allowed to do their own advertising.

The armed forces consumer market consists of nearly 6,000,-000 young Americans spending some \$9 billion a year, the book points out, but, it adds, only about \$10,000,000 is invested annually in ads in the "prime medium," non-official military publications

Lanolin Plus Plans Drive
Lanolin Plus, Chicago, is running a \$500,000 saturation tv spot campaign in more than 10 major markets for its leading products: Lipstick 35 and Lanolin Plus shampoo, hand lotion and liquid. This spot drive will be supported with a heavy schedule in Family Week-ly, Ladies' Home Journal, McCall's, Parade and This Week Magazine. The agency is Kastor, Farrell, Chesley & Clifford.

Information Directory Out

The fifth edition of "Sources of Information & Unusual Services" Information & Unusual Services" (Informational Directory Co., New York, \$2.50) will be published March 10. The book is a guide to information, pamphlets and services available from organizations and agencies in the U. S. The fifth edition has been enlarged by about 25%. about 25%.

have named The Bogerts Inc., Los Angeles, to handle their advertising. They are Babcock Models Inc., electronics hobbycraft manufacturer; Family Record Plan, portrait studio, and Shield Crate Co., manufacturer of shipping and packing equipment and a new diving board. The agency also has resigned the Prime Froz-n line portion of the California Consumers Corp. account so that Bogerts may Corp., Dallas.

Three Los Angeles companies have named The Bogerts Inc., Los Angeles, to handle their advertise to the state of the state

Millard Joins Applegate
W. H. Millard has joined Applegate Advertising Agency, Muncie,
Ind., as assistant to the president.
He will counsel clients on sales, merchandising and marketing op-erations. He formerly was sales representative for Pollock Paper

Fourteen companies have been Fourteen companies have been elected members of Assn. of National Advertisers. They are Air Reduction Sales Co.; American Airlines; Bartmann & Bixer; Airtemp, Chrysler, DeSoto, Dodge and Plymouth divisions, Chrysler Corp., Max Factor & Co.; Famous Artists Schools Inc.; J. A. Folger & Co.; Glen Raven Mills; Grace Line; Grove Laboratories; Kendall Mills division, Kendall Co.; Industrial division, Minneapolis-Honeywell

Regulator Co.; S. O. S. Corp., and Ward Baking Co.

Gannett Reports Profit Sharing

Gannett Reports Profit Sharing
Profit sharing for 1957 totaled
\$710,045 for 3,813 employes of 22
newspapers, four radio stations
and three tv stations of the Gannett group, Rochester, N.Y. Checks
based on length of service and on
earnings of separate group units
were distributed in mid-February
to workers on the payroll for more
than one calendar year.



"Dear Boss: I'm getting a new point of view here..."

■ CARAMBA! From fast lunches to lazy siestas. Just because Finchley suggested to the boss that Consolidated Enamels cut printing costs without cutting quality.

Here are the facts! Consolidated Enamels sometime save as much as 20% compared to other enamel papers of equal quality. This lower cost results from a modern papermaking method pioneered by Consolidated that eliminates several costly manufacturing steps while maintaining finest quality.

WORK A FINCHLEY! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a comparison test. Then drop the results along with a Rio travel folder into the suggestion box. Can't tell!

Available only through your Consolidated Paper Merchant



ENAMEL PRINTING PAPERS

Rebating by Agencies Isn't Unethical: Frey

The full report can be described in member companies the same terms.

men of ANA member companies. Prof. Frey went to the ad managers three times to reach the 269

SIMPSON-REILLY, LTD. Publishers Representatives

EINCE (8) 1928 ANGELES HALLIBURTON BLDG FRANCISCO CENTRAL TOWER

(Continued from Page 1)
present system cannot long people once to get the 127 rerive completely unchanged."

figure; he went to top management people once to get the 127 responses. The ANA has about 600

Included in the survey were responses from 269 advertising full report, it was the absolution managers and 127 top management men of ANA member companies. Prof. Frey went to the ad manunknown practice" and said there is "no reason why, ethically or logically, an agency should refrain from passing on part of its commissions to its clients if it so de-

missions to its chems if it so discrete.

"It seems no more unreasonable or unethical to do this," continued the report, "than to make concessions in connection with service charges and fees or to give additional services instead of reducing the compensation has its obvious possible disadvantages. It is not uncommon for client and

ent.

"The important thing is that the agency receive what it considers adequate compensation for its services to each client and that each client pay what he considers a fair price for the services rendered by the agency. Uniformity of method is not necessarily important. If client and agency can agree that the latter's compensation is or would be excessive under the 15% compensation is or would be excessive under the 15% compensation.

agency to agree on additional compensations fall agency's services when the media commissions fall short of rewarding the agency adequately. Why should the reverse action be condemned? Why should client and agency not be permitted to arrange for less than the 15% compensation?"

Twelve problems were brought into focus by the study, according to Profs. From and into focus by the study, according to the usefulness of advertising in meeting company profit objections."

3. "Adequately acquainting top management with the nature of agency operations."

4. "Inducing client management to establish specific marketing and advertising goals; recognize the importance of the reverse action be condemned? Why should to arrange for less than the 15% to appear to a study according to provide the services." agree that the latter's compensa-tion is or would be excessive under the 15% commission system, is there any sound argument for de-nying the agency the right to charge the client less for its services, even if this involves rebating a portion of the media commissions?

According to the report, the alternative of "decreasing the service charges or fees amounts to the same thing.

ompensation?"

Twelve problems were brought into focus by the study, according to Profs. Frey and Davis, who called them "conditions preventing the client-agency relationship from achieving an ideal partnership and the advertising dollar from produc-ing the most effective results." They are:

- 1. "Evaluating the effectiveness of advertising efforts."

- to establish specific marketing and advertising goals; recognize the importance of the marketing-mix concept; decide logically what services are needed and the proper sources for these services.
- 5. "Maintaining the correct amount of client and agency top-management participation—no more and no less—in the working relationship between the two parties.'
- 2. "Persuading top management 6. "Inducing client top manage-

Nielsen Network TV

Two Weeks Ending Jan. 25, 1958

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	(000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,125
2	Perry Como Show (Several sponsors, NBC)	17,000
3	Cheyenne (General Electric, ABC)	16,958
4	Wyatt Earp (General Mills, Procter & Gamble, ABC)	16,958
5	Tales of Wells Fargo (American Tobacco, Buick, NBC)	16,235
6	Du Pont Show of the Month (CBS)	16,235
7	I've Got a Secret (R. J. Reynolds, CBS)	16,065
8	Have Gun, Will Travel (Whitehall, Lever, CBS)	15,768
9	Danny Thomas Show (General Foods, CBS)	15,640
10	Bob Hope Show (Plymouth, NBC)	15,385

PROGRAM POPULARITY

		Homes
Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	46.0
2	Cheyenne (General Electric, ABC)	42.6
3	Perry Como Show (Several sponsors, NBC)	41.0
4	Wyatt Earp (General Mills, Procter & Gamble, ABC)	40.4
5	Tales of Wells Fargo (American Tobacco, Buick, NBC)	39.6
6	Du Pont Show of the Month (CBS)	
7	Sugarfoot (Several sponsors, ABC)	38.6
8	I've Got a Secret (R. J. Reynolds, CBS)	38.2
9	Have Gun, Will Travel (Whitehall, Lever, CBS)	38.2
10	Bob Hope Show (Plymouth, NBC)	37.5

Nielsen Average Audience**

tank	Program	(000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,573
2	Wyatt Earp (General Mills, Procter & Gamble, ABC)	15,598
3	Tales of Wells Fargo (American Tobacco, Buick, NBC)	15,385
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	15,300
5	I've Got a Secret (R. J. Reynolds, CBS)	14,918
6	Danny Thomas Show (General Foods, CBS)	14,875
7	Restless Gun (Warner Lambert, NBC)	14,025
8	Cheyenne (General Electric, ABC)	13,983
9	You Bet Your Life (DeSoto, Toni, NBC)	13,600
0	GE Theater (General Electric, CBS)	13,303

PROGRAM POPULARITY

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.6
2	Wyatt Earp (General Mills, Procter & Gamble, ABC)	38.0
3	Tales of Wells Fargo (American Tobacco, Buick, NBC)	37.5
4	Have Gun, Will Travel (Whitehall, Lever, CBS)	37.1
5	Danny Thomas Show (General Foods, CBS)	35.6
6	I've Got a Secret (R. J. Reynolds, CBS)	35.5
7	Cheyenne (General Electric, ABC)	35.1
8	Restless Gun (Warner Lambert, NBC)	34.6
9	You Bet Your Life (DeSate, Toni, NBC)	32.6
10	Sugarfoot (Several sponsors, ABC)	32.6
* Ho	mes reached by all or any part of program, except for homes viewing only	one to
five n	ninutes.	
**Ho	mes reached during average minute of the program.	
	the state of the former within seach of station facilities and h	done

Trendex TV Ratings

Feb. 1-7, 1958

F	ifteen	Multi-station	Cities

	I liteell inditi-pidtion Cities	
Rank	Program	Rating*
1	Lucille Ball-Desi Arnaz (Ford Motor Co., CBS)	. 37.5
2	Danny Thomas (General Foods, CBS)	. 34.2
3	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	34.0
4	Perry Como (Several sponsors, NBC)	33.5
5	Mayerick (Kaiser, ABC)	28.6
6	Wyatt Earp (Procter & Gamble, General Mills, ABC)	28.2
7	This Is Your Life (Procter & Gamble, NBC)	
8	Shirley Temple (Breck, National Dairy, Hill Bros., NBC)	
9	Person to Person (Several sponsors, CBS)	27.6
10	Loretta Young Show (Procter & Gamble, NBC)	
* Red	tions are based on one "live" broadcast during the week of Feb. 1-7, 195	8.



her station, KOIN-TV on 6. The gentlemen from CBS-TV Spot Sales will be happy to acquaint you with KOIN-TV's lovely ratings and delightful

coverage.

advertising activities, and to give undivided authority and responsibility to competent personnel bility to competent personnel ap-pointed for the task."

- 7. "Devising procedures adequate to provide smooth and con-tinuous two-way communication."
- 8. "Establishing practicable standards for measuring agency performance, both by the client and the agency itself."
- 9. "Recruiting client and agency personnel with the experience, knowledge and aptitudes required for optimum advertising perform-
- vertiser, agency and media personnel in dealing with the subject of agency compensation."
- 11. "Creating an atmosphere of mutual trust and confidence in the client-agency relationship."
- 12. "Lengthening the life of the client-agency relationship.
- The report called "most basic" the problem of discovering "improved means for measuring the effectiveness of advertising." Without such standards, the report addout such standards, the report added, "it will be impossible to determine which activities, which efforts and which expenditures of funds are justified."

 The report described two "fundamental problems" confronting advertisers when they consider ago.

mental problems" confronting advertisers when they consider agency services. The first is "the kind and amount of service they should seek." The second involves evaluation of the services.

"Undoubtedly," commented the report, "the greatest need in the advertising industry today is more objective means of measuring the effectiveness of advertising in the

effectiveness of advertising in the over-all marketing mix. Accom-plishing this goal would minimize many of today's problems. However, within the available means of measuring the effectiveness of advertising, what criteria are being used to evaluate agency performance? Are these good criteria? If so, how well are agencies per-forming?"

According to the report, the "advertising industry has not estab-lished well-defined criteria for the evaluation of agency services. This is true of advertising agencies as

well as advertising managers.
"Such terms as 'quality control'
and 'performance standards' are commonplace in the production of many goods and services, but are virtually non-existent in the production of advertising. And the often-heard excuse, 'Well, this is a creative and personal service business—procedures of other manage-ment areas aren't applicable,' is not very convincing. Data from this study indicate that the develop-ment of standard operation procedures and objective measures for evaluation of agency service should be one of the industry's immediate

"Successful effort in this direc-tion would (1) lead to a better def-inition of the agency's function, (2) aid in reducing the working-rela-tionship problems of the industry, and (3) decrease the all too frequent switching of agencies by ad-

Donald does it!

cy service is "adequate" when it that can smoothly execute this pro-deals with creating and placing gram with a minimum of lost time ands, but in the area of collateral services, agencies "are apparently flicts." ads, but in the area of collateral and a minimum of personal conservices, agencies "are apparently less successful." The report added, "Indeed, at times, they endanger their reputation for performing basic services in an excellent manner by doing inferior work in the non-basic service area."

The Advertising Industry—Agency Services—Working Relationships—Compensation Methods," as the report is titled, offers no "positive recommendations that would street the inverse in the inverse

oping technical skills in producing the specific ads for these campaigns and (4) developing an organization

non-basic service area."

The report urged agencies "to be, first and foremost, advertising agencies." To do this, the report said, they should "emphasize (1) the report was described as "imply-developing adequate knowledge of the client's products: (2) develop.

 Paul West, ANA president, said the report "for the first time gives the advertising industry compre-hensive, complete information on the current models of agencies how they operate, how they differ, how they fit into the over-all advertising picture. This includes information about (1) the services agencies perform for advertisers and how they charge for the different types of service; (2) the services agencies. • 10. "Attaining objectivity of ad- the client's products; (2) develop- believed to be called for in improv- are and their specialties and (5)

ment to recognize the importance vertisers. It would establish norms ing over-all creative ability in the ing relationships" between adver- methods of agency compensation. Copies of the report are available. Copies of the report are available to non-ANA members at \$50 for the first copy, with quantity dis-counts for additional copies. #

Charles Bennett Joins EWRR

Charles F. Bennett, formerly with Lennen & Newell, has joined Erwin Wasey, Ruthrauff & Ryan, New York, as director of merchandising.

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A dollar isn't "small change" these days.

Particularly a television dollar. Every single one of them is getting harder to find. And every single one of them now has to work like crazy.

So the following sixteen words are very important:

ABC Television's average nighttime cost-per-thousand, per commercial minute, is the lowest of all three networks!

How low is "lowest"? The exact figure is \$3.07, with those other networks trailing along with \$3.19 and \$3.68. That's a figure that's low enough to make a difference of more than \$320,000 to an advertiser who buys 52 weeks of alternate Class A half hours . . . or a difference of more than \$470,000 to one who buys 52 weeks of weekly Class A half hours.

Gentlemen, let's face it. With programming and coverage what they are today, the big difference between competing networks is in the value they deliver for a dollar. One offers the least value. One offers a little more. But only one offers advertisers the most value. Today, that network is

TELEVISION



Along the Media Path

'A Guide to Leisure Time." a tion of 120 cartoons from the Wall listing of New York amusements Street Journal, has been pub-and cultural events, is being published by E. P. Dutton & Co. The

promotional service for agency personnel and advertisers. calendar supplies advance infor-mation on New York theater openings as well as items on Playbill coverage and the New York theater market.

• "Fashion and Fun: The American Plan" is the theme of Glamished every Saturday in the New York World-Telegram & Sun.

• "Care for a Merger?" a collec
"Playbill is issuing a monthly fashions but the accessories and equipment—from boats to cameras



NEW LOOK-The first change in the Farm Journal's logotype in more than 12 years appears on its March issue. The magazine's name appears in two lines of sans serif caps as contrasted with the current single line of caps and lower case.

—that comprise summer living on the "American plan."

· Vogue's "Beauty Book," the annual guide to beauty, will go on sale on Aug. 21. 275,000 copies of the 1958 book will be printed, Vogue says, an increase of 75,000 over last year's edition. The book will sell for \$1 a copy.

· Harper's Bazaar says its annual spring fashion supplement pro-gram will be carried in ten of the gram will be carried in ten of the nation's leading newspapers. The newspapers are the Albany Times Union, Boston Globe, Bridgeport Sunday Herald, Chicago SunTimes, Detroit Times, Harrisburg Patriot & Evening News, New Orleans States, New York Journal-American, San Antonio Light and Wichita Eagle. The March issue of Harper's Bazaar will be sue of Harper's Bazaar will be banded in the participating cities.

• A color-sound slide film titled "A Plain Clothes Story" has been produced by the *Chicago Tribune* in cooperation with the Chicago chapter of the American Institute of Men's and Boys' Wear. According to the Tribune, the 18-minute film employs "real man-talk" to tell the story of how clothes can work for men

A 24-page supplement dealing with the 1958 Japan International Trade Fair will be distributed with

the international edition of the Japan Times on March 20.

 A new plant has been placed in operation to print the expanded three-section Brooklyn edition of the World Telegram & Sun. The plant can print 60,000 newspapers an hour.

Candy, books, paintings, place mats and a canvas "money bag" are among the mailings made by WCAU, Philadelphia, to inform agencies and potential clients of new buys on WCAU radio and tv.

• Parents' Magazine is running a contest (which closes April 1) of-fering \$1,000 first prize, a tv set and other awards for a slogan ex-pressing the special advertising values of the publication. advertising

With its February issue, book modified its cover design giving greater emphasis to logo-type and the publication's slogan, 'The Magazine for Young Adults.'

• A special road and traffic information "auto network" has been formed by 31 volunteering Mutual Broadcasting System affiliates as a service to highway motorists. The stations, from Buffillotter Florida transfer of the stations of the st falo to Florida, keep motorists in-formed on road, traffic and weather conditions along more than 2 200 miles of highways.

• To celebrate its 100th anniversary, the Sacramento Bee issued a special supplement, Feb. 3, telling the story of "two editors and a newspaper—of James McClatchy and his son, C. K. McClatchy, and the Bee." In the foreword to the sections, the Bee says it will "tell through their stories the struggles and decisions which faced the growing city, the state and the na-tion during those lusty, building years.

The Chicago Daily News plans a special frozen foods issue March 27. "Every angle of March 27. "Every angle of this modern industry will be covered with plenty of mouth-watering recipes and pictures of frozen foods and home freezers," the News says.

• In its May issue, Good House-keeping will devote 20 pages to an editorial presentation of the facts on wash-and-wear fabrics and garments. The magazine plans "extensive" promotion efforts around the presentation: it expects that about 75 large depart-ment stores will join the presentation. Newspaper advertising has already appeared in the Chicago Tribune, the Daily News Record, the New York Times and Women's Wear Daily, the magazine says.

• The Saturday Evening Post's 1958 selling plan for home builders is being distributed to more than 6,000 manufacturers of building materials and equipment, model home builders and agencies. Post advertisers will benefit from a new promotion rule which requires participating builders to use a minimum of 25 Post-advertised products in their model homes at the time of the promotion. The participating builders will be fea-tured in a page ad in the May 17 issue of the magazine

 Parents' Institute, New York, has released a 100-page kit dehas released a lov-page kit de-signed and prepared by its mer-chandising department which points up the acceptance and use of the *Parents'* seal as a selling force by department stores and supermarket chains. Included are 98 reproductions of newspaper ads and data on the growth of news-paper tie-in linage bought by re-tailers during the past decade. Copies are avilable through Monroe E. Michels, promotion manager, Parents' Magazine, 52 Vander-

WANTED





IRWIN JOHNSON

alias "EarlyWorm"

MALE

D. J.

18 YEARS

Distinguishing Marks:

Height: 16.9 (latest Pulse Rate)

Weight: Influences 1,707,400 listeners

Size: #1 D. J. - in Top 10 programs

Characteristics: Sales by reasoning

Remarkable results

WBNS RADIO

CBS - Columbus, Ohio

Pin this up in a conspicuous place. Collect the rewards. Notify John Blair

ONLY the RECORD and JOURNAL



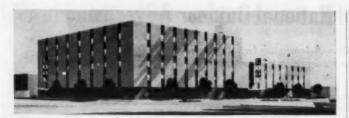
Meriden • Wallingford, Conn.

Effective, efficient, economical . that's your advertising in the \$90-million Meriden-Wallingford market with the 97% coverage of The Record and Journal. Reminder: No Hartford or New Haven ABC newspaper has more than 400 daily circulation in this rich area of nearly 100,000 con-

The Meriden RECORD and JOURNAL

Meriden . Connecticut

National Representatives: LMAN, NICOLL & RUTHMAN



NEW 'LOOK'—The architect's drawing of Look's new building in Des Moines is shown here. The structure will contain 160,000 sq. ft. of space, more than three times the size of the present Look quarters. Construction of the building, which cost more than \$2,000,000, is expected to be completed some time next fall,

report for January.

The spring issue of Bride's Magazine carries 207.9 pages of advertising—an increase of 7% over spring of 1957—and gross ad rev-

enue of \$444,000—an increase of 17.4% over the same issue last

bilt Ave., New York

· Department of New Laurels:

rchitectural Record carried pages of advertising in its Architectural February issue-an alltime high for architectural magazine adver-tising in February, Architectural Record reports. The 281-page total represents a 5.2% gain over the previous February high for architectural magazine advertising, set

tectural magazine advertising, set by Architectural Record in 1956.

The spring issue of Disneyland Holiday, out March 1, will contain more total pages and linage than any of the magazine's previous editions. The issue, the fifth edition of the quarterly tourist-vacation magazine published by Disneyland Inc., will contain 24 pages and 80% more linage than the corresponding issue in 1957.

Coronet reports that its Febru-

Coronet reports that its Febru-ry circulation is 3,200,000—the highest in the magazine's history. Also, the issue carries 40 page of advertising, the highest February ary in both advertising pages and dollar volume in Coronet's history

Sports Afield closed the first quarter of 1958 with a 5.8% gain in linage over the same quarter in

The circulation guarantee for '58 for Young New Yorkers, which started with 50,000 in November and increased to 55,000 in December, is now at the 67,000 mark for the January issue, the publication reports.

Town & Country reports a 17% gain in linage for the February issue over the same issue in 1957.

The Saturday Evening Post hit a new alltime high in circulation—5,755,000, with the Feb. 8 issue. The previous high was 5,705,000 for Jan. 11. The present rate base is 5,200,000, but it is scheduled to increased to 5,600,000 on July 19, the magazine says.

A record 300,000 teen-age stu-A record 300,000 teen-age students in home economics classes and their teachers have received the February issues of Co-Ed and the Practical Home Economics Teacher Edition of Co-Ed. The combined issue contains a total of 184 pages. Co-Ed includes 31 pages of advertising; the teacher edition contains 60 pages.

contains 60 pages.

During the first quarter of 1958
Field & Stream carried more advertising linage than in any com-parable period in the magazine's history. Each of the three issues set alltime linage records for com-parable issues. The total for the three months was 9.1% over the

same period in 1957.

The Columbus Ledger-Enquirer topped every daily in the nation in promoting National Newspaper Week last October, according to Richard H. Miller, assistant general manager of the California Newspaper Publishers Assn. and the contest committee. chairman of the contest committee of the Newspaper Assn. Managers. Among weekly newspapers, the Herald Tribune, Chester, Ill., was

Redbook's February issue carried 28.6% more display linage than the corresponding issue last year. WRCA-TV chalked up audience

gains in January—increasing its nighttime audience 21% and the daytime audience 16% over the same period last year, according to the American Research Bureau

in the quarter—52.9%.

Your New Baby's linage was up 13.2% for 1957 over 1956—the big-13.2% for 1957 over 1956—the biggest linage gain in the baby field, the magazine says. The first quarter of 1958 showed a gain of 13.3% over 1957. Baby Care Manual, which had its biggest year in 1957, has completed a recordbreaking 1958 first quarter with a 331/4% increase in linage and revenue over 1957. Both are published by Parents' Institute. # lished by Parents' Institute. #

Heublein Launches Sizzl-Spray

Heublein Inc., Hartford, Conn., will start distribution of Sizzl-Spray, a new aerosol barbecue sauce, in San Antonio, Dallas and Fort Worth in April. Expansion then will be to the West Coast, and the product is expected to be in national distribution by June. Ad-Argosy's all-editions linage total for the first quarter of this year is up 14.5% over the first three vertising and promotion is planned in each new market. Sizzl-Spray is a product of Heublein's Anderson months of 1957, the magazine re- Foods division

ports. Revenue for the same period increased 22.1%, with the January issue netting the biggest issue gain phia, has been named to handle ance Co., Philadelphia.

call for all

VISUAL SELLING AIDS

SALES TRAINING PROGRAMS & MEETINGS EXHIBITS & DISPLAYS POINT-OF-SALE MATERIAL

visual communications specialists

We are Masters of all Visual communication Techniques, fully staffed with creative consultants and with complete facilities (all within one shop) to do any job for you in the visual selling field!

CREATIVE ART STUDIO . SILKSCREEN TYPE & LETTERPRESS . BOOK BINDING CHARTS & MAPS . EXHIBITS & DISPLAYS call us . . . for results you can see!

New York 17, N. Y. MUrray Hill 3-8215

TRADING STAMP:

It helps curb inflation by holding food prices down

Trading stamps are simply one of many competitive tools. Like anything else which exerts competitive pressure, trading stamps act to hold prices down and thus help curb inflation.

In a study of the effects of trading stamps on food prices in supermarkets conducted by marketing experts of a large state university, they found no evidence that stamp stores as a group charge higher prices than non-stamp stores. On the contrary, they found that stamps work to hold prices down in two ways:

1. Stamps have an active, competitive effect on non-stamp stores. This may result in the non-stamp merchant cutting some prices and offering giveaways or other inducements to gain customers.

2. Stamp stores, on the other hand, must

also keep their prices competitive if they are to gain the increased business volume that stamps can provide.

The outcome is that whether a supermarket gives stamps or doesn't give stamps, the stamps help hold prices down in either case. In these inflationary times, our economy needs every competitive tool, like the trading stamp, that it can get, because competition is the greatest single anti-inflationary force at work.

REFERENCE: "Trading Stamp Practice and Pricing Policy." Dr. Albert Haring and Dr. Wallace O. Yoder, Marketing Department, School of Business, Indiana University.

This message is one of a series presented for your information by THE SPERRY AND HUTCHINSON COMPANY, 114 Fifth Avenue, New York 11, New York. S&H pioneered 61 years ago in the movement to give trading stamps to consumers as a discount for paying cash. SaH GREEN STAMPS are currently being saved by millions of consumers.

Outdoor Sales in '57 Were Up 5%, OAI Reports

(Continued from Page 2) displaced Jos. Schlitz Brewing Co. from third place, the latter drop-ping down to 15th position with an expenditure of \$1,529,722, a cut of ing down to 15th position with an keependiture of \$1,529,722, a cut of 2,320,133 from its '56 outlay of 3,849,855.

Coca-Cola Co. again took fourth 1.556 it spent \$872,856 and in '57 \$2,320,133 from its '56 outlay of \$3,849,855

Coca-Cola Co. again took 1043,-place, with an expenditure of \$3,-406,400, compared with \$3,435,101 \$2,862,074. National

enth, displacing Shell Oil Co., \$2,82,384, compared with \$1,916,which moved into seventh place.
Seagram's '57 outdoor outlay was
\$3,222,435, up \$307,071 over its '56
figure of \$2,915,364.

Schenley Industries (listed this 914,094 in '56. #

year as Affiliated Distillers Brand Corp., the legal name of the sales branch of Schenley that places the company's outdoor advertising) moved into sixth position from eighth, replacing Anheuser-Busch, which moved to third place. Schenley in '57 spent \$3,153,056, an increase of \$401,330 over its '56 outlay of \$2,751,726.

Seventh place was taken by Shell Oil Co., in fifth place in '56. Shell spent \$3,119,194 in '57, compared

increased its budget \$1,989,118, to

406,400, compared with \$3,435,101 | \$2,862,074.

National Distillers Products
Distillers Corp.-Seagrams Ltd.
Corp. moved into ninth place from
tenth last year, with a budget of
enth, displacing Shell Oil Co., \$2,582,384, compared with \$1,916,-









Almost everybody of

importance in

advertising and marketing reads

and uses

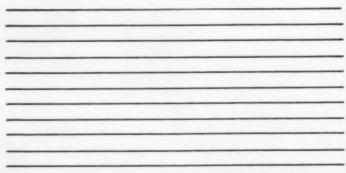


The ADVERTISING MARKET PLACE

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of \$17.75 per column inch, and card discounts, size and frequency apply.



I am enclosing \$_

THE ADVERTISING MARKET PLACE ADVERTISING AGE 200 E. Illinois St.

Chicago, Illinois

100 Largest Users of National Outdoor Advertising in 1957

Source: Outdoor Advertising Inc. These are estimated figures based on information obtained from available sources.

		1957	1956		1957	1956
1.	General Motors\$		\$10,945,254	52. Sun Oil Co	556,740	559,180
	Ford Motor Co	6,649,669	5,598,005	53. Jackson Brewing Co	548,530	492,955
	Anheuser-Busch	3,657,259	3,049,049	54. Admiral Corp	542,808	279,773
	Coca-Cola Co	3,406,400	3,435,101	55. Canada Dry Ginger Ale	525,040	492,938
	Distillers CorpSeagrams	3,222,435	2,915,364	56. Continental Oil Co	524,296	455,470
	Affiliated Distillers (Schenley)	3,153,056	2,751,726	57. International Harvester Co	499,855	472,496
	Shell Oil Co	3,119,194	3,278,671	58. Richfield Oil Corp. of N.Y	488,000	385,011
	National Dairy Products	2,862,074	872,856	59. J. A. Folger	486,778	380,320
	National Distillers	2,582,384	1,916,723	60. Pepsi-Cola Co	482,876	
	Falstaff Brewing Co	2,204,878	1,914,094	61. Carling Brewing Co	434,968	
	Wm. Wrigley Jr. Co	2,178,904	1,968,786	62. Socony-Mobil Oil Co	427,347	308,107
	American Oil Co.	1,916,951	1,689,189	63. Crown Zellerbach Corp	424,101	397,670
	Theo. Hamm Brewing Co	1,855,787	1,553,845	64. Drewrys Ltd. U.S.A	411,754	388,040
	Gulf Oil Corp	1,608,558	1,778,974	65. Phillips Petroleum Co	409,420	461,456
15.		1,529,722	3,849,855	66. Jacob Ruppert	408,220	437,714
16.		1,518,789	766,706	67. U. S. Tobacco Co.	397,000	358,650
	Standard Oil of California	1,516,944	1,231,681	68. Lone Star Brewing Co	394,088	337,187
	Esso Standard Oil Co	1,505,452	1,244,889	69. Minneapolis Brewing Co	387,485	
	Lucky Lager Brewing Co	1,482,126	1,063,747	70. Dr. Pepper Co	380,146	-
	General Tire & Rubber Co	1,379,135	1,308,415	71. Pearl Brewing Co	375,641	347,052
	Chrysler Corp	1,333,508	1,250,752	72. Signal Oil Co	369,166	291,488
	General Foods Corp	1,283,781	919,727	73. W. E. Long Co	368,479	238,418
	Continental Baking Co	1,146,900	687,357	74. Howard Johnson Co	362,732	315,489
	Liebmann Breweries	1,133,935	909,662	75. Libby, McNeill & Libby	356,629	
	Standard Oil Co. (Indiana)	1,123,356	1,016,894	76. Standard Brands	346,140	323,105
	F. M. Schaefer Brewing	1,041,861	913,971	77. Trans-World Airlines	341,125	
	Miller Brewing Co	1,009,126	896,907	78. Carnation Co	340,829	-
	California Packing Corp	996,643	922,983	79. Ralston Purina Co	332,207	394,874
	P. Ballantine & Sons	995,553	788,584	80. Cities Service Co	322,087	363,382
	Morton Salt Co	975,718	453,735	81. Sicks Seattle Malting &		
	American Bakeries Co	956,687	661,071	Brewing Co	303,747	378,674
	American Tobacco Co	953,341		82. Curtiss Candy Co	300,000	
	Sinclair Refining Co	945,302	1,043,394	83. Genesee Brewing Co	275,225	268,630
	Atlantic Refining Co	878,528	798,468	84. Standard Oil Co. (Ohio)	273,881	263,784
	Philip Morris Inc	865,308	500,220	85. Griesedieck Brothers Co	269,953	269,458
	Pabst Brewing Co	858,371	730,823	86. Krueger Brewing Co	269,467	207,436
	Tidewater Oil Co	839,310	526,715	87. Bristol Myers Co	269,232	
	Richfield Oil Corp. (Cal.)	800,347	729,135			
	Olympia Brewing Co	780,000	680,880	88. Dormeyer Corp	253,597	224.044
	Studebaker-Packard Corp	775,704	1,532,891	89. Goebel Brewing Co	252,997	336,064
	. Ward Baking Co	773,703	274,080	90. E. I. du Pont de Nemours	244,000	316,792
	. Swift & Co	731,383	1,290,619	91. General Electric Co	243,482	360,143
	. Brown-Forman Distillers Corp	704,311	703,405	92. C. Schmidt & Sons	241,081	
	. Hiram Walker-Gooderham & Wo		1,104,376	93. Drake Bakeries	239,500	
	. Quality Bakers of America	664,658	649,228	94. Ohio Oil Co	235,926	
	Interstate Bakeries Corp	654,348	1,177,043	95. Magen David Wine Corp	234,213	
	. Duquesne Brewing Co	650,000	500,000	96. Glenmore Distilleries	229,300	254,230
	. Thomas J. Lipton Co	650,000	510,000	97. Publicker Industries	228,443	430,438
	. Seven-Up Co	636,418	573,861	98. George Wiedemann Brewing Co.		
	D-X Sunray Oil Co	574,103	462,803	99. Safeway Stores	226,250	793,222
	. Stroh Brewery Co.	560,956	488,768	100. Frito Co	225,086	

Trailer Viewers Increasing

An average of 159,000,000 people wer 12 years of age—an estimated of more than in 1957—will see of the formation director of TsAB. over 12 years of age—an estimated 10% more than in 1957—will see advertising in motion picture theaters in 1958, the Theatre-screen Mogen David on Godfrey

Mogen David Wine Corp., Chi-Advertising Bureau predicts. More than 95% of all drive-in theaters cago, will use 26 weekly 15-minute cy.

and 80% of conventional theaters segments on "Arthur Godfrey &

his Friends" (CBS) morning show to promote Mogen David wine and Key wine. The commercials will begin March 10 over the 200-sta-tion radio network. Edward H. Weiss & Co., Chicago, is the agen-

THE INQUIRING ADVERTISER:

"What's Wrong With My Sales Approach?"

Answered by Bert Ferguson and Harold Walker, of Radio Station WDIA, Memphis

QUESTION: I'm missing sales in the Memphis mar-ket. What's wrong with my sales approach?



Mr. Ferguson: You can be missing high volume sales in Memphis, if you haven't realized that the Negro population makes up over 40% of the Memphis trading area!

Mr. Walker: And you're missing high volume sales ... and profits ... if you haven't realized that with WDIA, the first radio station in the area to program exclusively to Negroes, you can sell this Memphis Negro market as a unit!

Mr. Ferguson: The low percentage of television owner-ship among Negroes and low Negro newspaper reader-ship mean that you can't reach the Memphis Negro effectively through these media!

effectively through these media!

Mr. Walker: You don't reach this market with any other radio station, either, since Memphis Negroes listen first and foremost to WDIA. Within one year after its change to exclusive Negro programming, WDIA jumped to first position in overall audience in every rated time period—and it has remained in the top bracket as the most-listened-to station ever

Mr. Ferguson: WDIA's all-Negro staff tailors its programming exclusively to the Negro's particular tastes and exercises an unmatched personal appeal to command his loyal listenership. A sales responsive listenership which wields a purchasing power of well over half-billion dollars!

Mr. Walker: With an annual earning power of \$616,-294,100, Memphis Negroes spent, on the average, 80% of this income on consumer goods.



Mr. Ferguson: And WDIA, with the only 50,000 watt transmitter in the area, combines power, coverage and following to deliver this Memphis market to you as a unit. It's a readymade, sales-responsive market!

made, sales-responsive market!

Mr. Walker: A high volume market!

which buys 47.3% of the bread sold women's hosiery!

Mr. Ferruson: The North Mr. Fe

women's hosiery!

Mr. Ferguson: The Negro has become a vital contributing factor to the booming economy of the Memphis area, with its steadily increasing industrial and commercial growth. He is elevating his standard of living . . . he is buying more consumer goods.

Mr. Walker: He is buying more because he is earning more! The Memphis Negro has a higher comparable income than Negroes in any other area in the whole country. According to a recent 129-city survey by one of the country's largest corporations, Memphis with \$28.79 of Negro income for every \$100 of white income, ranks first in ratio of total Negro to total white income. That's three times the average of comparable Negro income in Philadelphia . . . almost five times the average in New York!

York!

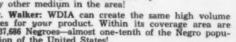
Mr. Ferguson: For scores of such yearround national advertisers as Colgate,
Chesterfield, Maxwell House Coffee
and Nabisco, WDIA's unique, hardhitting salesmanship delivers high volume sales and profits unmatched by
any other medium in the area!

Mr. Walker: WDIA can create the same high volume
sales for your product. Within its coverage area are
1,237,686 Negroes—almost one-tenth of the Negro population of the United States!

Mr. Ferguson: And remember again: WDIA can deliver
this market to you as a unit! Write us today. Let us
know what product you want to sell.

Mr. Walker: We'll give you facts showing how we can
create sales for you. . . in this solid Southern market!

WDIA is represented nationally by John E. Pearson



WDIA is represented nationally by John E. Pears Company

WDIA 50,000 Watts





P. A. (BUDDY) SUGG will become head the owned stations and spot sales division of NBC, New York, on April 1. He formerly was exec vp of WKY-TV. Oklahoma City

Help Wanted Ads Off 36%; Short-Term View 'Grim,' Says 'Trend'

PHILADELPHIA, Feb. 26—Reflecting the sharp rise in the nation's unemployment figure, help wanted advertising volume in January was 36% below the January, 1957, figure, according to "Help Wanted Trend," monthly newsletter on major labor market developments. It says the January volume was 546,984 ads, compared with 860,079 a year ago. This is only a shade above the January, 1954, volume of 545,643, which was the lowest figure shown in the newsletter's recapitulation of the last eight Januarys.

Hardest hit among the big markets is Cleveland, where January help wanted ad volume was off 61%. Baltimore was off 55%; Detroit 51%; Los Angeles 45%; Chicago 44% and San Francisco 42%.

"With the present month of Febwith the present month of February historically a poor month for help advertising, and with unemployment already estimated at 5,000,000, the short-term outlook is obviously grim," says "Trend."

Brightest hope for a break, "Trend" speculates, is the increase in odd, for engineers and tooks.

in ads for engineers and technicians in the missile field. "Trend" believes it will take anywhere from six months to a year, after the engineers have been recruited. before large-production hiring will

"If the demand for engineers continues, help wanted advertising will probably be heaviest . . . where our electronic industries are . . . California, Connecticut, Illi-nois, Indiana, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania . . ." says the newsletter.

B. K. Davis & Bro. Advertising Service, Philadelphia, publishes "Help Wanted Trend." #

Federal Cigar Features
Contest in Test Drive
Federal Cigar Co., Red Lion, Pa.,
has launched a test radio spot campaign for its Red Dot cigars in Toledo and Denver backed by a new paper contest offering 1,000 Red Dot cigars to the listener who comes closest to guessing the correct number of dits and dots used on Red Dot radio commercials. From the test cities, the campaign is expected to move into North Carolina, and up the Atlantic sea-board reaching New York probably

in the early fall.
In addition, an 11x16", four color In addition, an 11x16", four color counter display featuring "Win 1,000 Cigars" and holding a box of Red Dot cigars and a pack of tipon contest entry blanks is being sent to dealers. The objective is to get more customers into cigar stores to get entry blanks, to get more men listening to Red Dot radio spots, and to give both customers and dealers a chance to win dunlicate prizes. Rockmore Co. is duplicate prizes. Rockmore Co. is

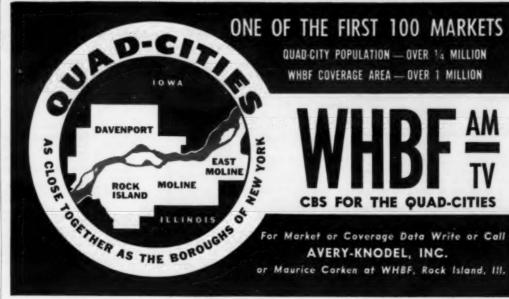
the agency.

Bulb Growers Plan Quiz

Associated Bulb Growers of Holland will run a "Name That Flow-er" contest during the fall bulb buying season this year. Contestants match the correct names of 25 varieties of bulb flowers with photographs of the flowers, and complete the sentence, "I will plant Dutch bulbs this fall because . . ." Prizes will total \$10,000; the first prize a Holland vacation for two. Entry blanks will be available only through dealers, and those dealers whose customers win the top three prizes will get duplicate awards. Magazines and newspapers in 42 markets will be used, augmented by a full run of merchandising aids. Anderson & Cairns, New York, is

Venard, Rintoul Adds One

Venard, Rintoul & McConnell, New York, has been appointed na-tional sales representative for WCOV, Montgomery, Ala., replacing Adam Young Inc





How to open doors and find money

... thanks to Air EXpress with Extra-Fast Delivery!

Hear about the Californian who dared to dig for gold in - Florida?

From his plant in the West, this manufacturer bid on the job of custom-designing door locks for a fabulous Miami hotel. He had to race against an early opening ... outservice local competition . . . stretch the hours to cover plans, changes, and shipment across the continent. Yet this manufacturer locked up the business by using Air Express every step of the way.

That's the beauty of Air Express. It multiplies your chances to open doors, and close sales anywhere in the country. For Air Express is the only complete door-to-door air shipping service to thousands of U. S. cities and towns. It offers you extra-fast pick-up with 13,500 trucks, many radio controlled - plus 10,212 daily scheduled flights-plus a nationwide private wire system. Yet, sending most of these shipments Air Express is inexpensive. For instance, 10 pounds, San Francisco to Miami, with overnight delivery, costs only \$9.54 door-to-door! Explore all the facts. Call Air Express.



GETS THERE FIRST via U. S. SCHEDULED AIRLINES



CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY



JOHN BURGOYNE

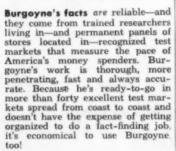
Outsize drinking glasses seem to be catching on in our circle of acquaintances to a degree nothing short of alarming. The big reason for the growing popularity of these giant mugs is obvious. You don't have to fill 'em as often. Off my port elbow there's a feller partial to olives, cherries, pickled onions and other such frequently submerged other such frequently submerged delicacies with a real long face as a result of this trend.



Somehow he managed to get his Somehow he managed to get his whole kisser caught while making an abortive effort to inhale a cherry. When he exhaled a holler for help he emerged from the glass with a sound like the cork leaving a champagne bottle in a noisy bistro. But enough about the monkey-faced man down at the end of the bar . . .



The number of cold remedies on the shelf of the self-service drug store makes it tough for an infected customer to make a selection. And when the customer's eyes are running a race with his nose to wet his shirt front until it sticks to his sore chest it's a selection that might be made hazily. A leader in this field with a yen to stay on top keeps ɛ close watch on the movement of these products by using Burgoyne's reliable research service in six major test cities. The facts he gets help him spend advertising dollars with : result-getting precision his competitors have learned to regard as deadly. An ever-increasing percentage of sneezers come his way unerringly. If they don't see his product through watery eyes they always cough the sound of it loud and strong.





So if your profit-maker in the food or drug field needs watching or measuring—if you want to know exactly how it stacks up against your competition—if you want facts about it you can rely upon—and safely project—call Burgoyne. Call on an organization that defines its operation as accurately as it dig. facts. Why gamble? Why guess? Burgoyne's audits—like his clients—are the very best! Get him on the line—NOW!



'Plan for Posterity,' Morton Simon Urges **Agency Executives**

PHILADELPHIA, Feb. 25—Advertising agency heads are so busy with day-to-day affairs they often neglect the proper planning so necessary to the survival and prosperity of their operations, Morton J. Simon, Philadelphia attorney and legal expert in advertising matters, told the Continental Advertising Agency Network at its annual convention here.

Urging agency executives to look to their estate planning as "a stitch in time" if they are to hold on to what they have, he warned against delay.

Such planning, he said, could help minimize taxes and leave the estate and agency in a valuable and practical condition for the executive's family and for the agency team.

 Pointing out that during the past year or so advertising agencies have been showing a trend toward increased legal involvements, Mr. Simon said the trend appears to be snowballing.

Such legal actions, he said, are often constructive and worth while.

For example, he warned agency owners to act beforehand in the matter of account men leaving and taking accounts with them.

"More and more [agencies] are now requiring their employes to sign restrictive covenants against the day when the happy marriage enters the divorce stage," he stated. "This is the right way to handle this prospective situation. I recommend it to you." #

ABC Sells '26 Men' in Eight Markets

R. J. Reynolds Tobacco Co., Winston-Salem, has signed for alternate-week sponsorship of "26 Men," an ABC Film Syndication series, for Winston cigarets in three western markets. The agency is William Esty Co. Donovan Coffee (Frank B. Taylor Advertising) has purchased "26 Men" for weekly airing in five midwestern marly airing in five midwestern mar-

The film's background music has been published on sheet music and recordings. It is available in this form to "26 Men" sponsors as a premium item and also is being cold in stores.

Sylvania Changes Name of Radio-TV Set Division

Sylvania Electric Products Inc. Batavia, N. Y., has changed the name of its radio and television division to Sylvania home elec-tronics, a division of Sylvania Electric Products Inc. The division is located in Batavia.

The name was changed to allow for future expansion beyond the present products—radio, television, phonograph and tape recording machines.

Rubicam Promotes Arizona

Young & Rubicam, now director of the Valley National Bank, Phoenix, Ariz., has made use of the bank's annual report to promote bank's annual report to promote the state of Arizona. An eight-page insert in the report points up the scenic, climatic, cultural and recreational advantages of the state, and includes a full-size road map of Arizona. The report with insert consists of 29 pages in colors. consists of 28 pages in color.

Cities Service Sets Push

Cities Service Oil Co. will use newspapers, trade publications, outdoor, radio and television to promote its antique automobile color print promotion. Authentic reproductions of classic cars are offered in sets of three, each suitable for framing. The ad push will con-first national bank bloc., cincinnati 2, onio

Advertising We Can Do Without ... No. 40

MONTHLY PURCHASING GUIDE TO INSTITUTIONAL MANAGEMENT

January 2, 1958

Sales Ngr. U. S. Slicing Machine Co., Inc. 1122 Berbel Building In Porte, Indiana

Could we have information and a picture, if available, of the Tenderizer for a product review in our publication.

Callup and Robinson, an advertising research authority in their report to the Industrial Advertising Ase'n. of New York on April 8 (see page 2 of Advertising Age, April 13th issue) stated that "it has been demonstrated time and again that the orderly presentation of factual information used in the editorial technique has wider readership and greater impact than most conventional type ads."

We are certain you will take immediate care of product inculries that we may forward you through our inquiry card system If you desire inquiries forwarded to someone other than yourself, however, please let us know, as product sales sometimes depend on the speed with which purchasing personnel in schools, hospitals, restaurants, hotels, etc., receive the needed information.

If you will send brockure or information, plus a photo of the product, if available, we will insert it in our next issue. Please include permission to bill your organization fifteen doll for this insertion, which includes out, editing and typesetting. There is no additional charge.

fecuring you of our complete cooperation.

Cordinally, Jernar d

NAME DROPPER-James C. Shamo, U. S. Slicing Machine Co., LaPorte, Ind., thinks we can get along without advertising solicitations like this. He thinks the casual reference to Gallup & Robinson and Advertising Age make this an especial candidate for advertising we can do without, and we agree.

Regis Films Formed

Shull Bonsall, president of Capital Enterprises, has organized Regis Films, a new film distribu-tion company with home offices at 1037 N. Cole Ave., Hollywood. District sales offices will be lo-cated at 520 N. Michigan Ave., Chicago, and 595 Madison Ave.,

property, 260 "Crusader Rabbit" color cartoons, currently is in pro-

Miller to 'Medical Economics'

William J. Miller, formerly with Carl Byoir & Associates, has joined the advertising promotion Medical Economics, Oradell, of New York. The distributor's first N. J., magazine for physicians.

Dailies Got 27% of Ice Cream Spending, **Publication Reports**

NEW YORK, Feb. 26-Ice cream makers placed the biggest portion of their advertising dollars—26.9% -in newspapers last year, according to a new survey made by Ice Cream Field.

Point of purchase was the second most popular ad medium, with a 23.7% slice of the ad melon. Other media used by ice cream makers and their share of the budget were radio, 18.3%; television, 10.90%, and outdoor, 5.2%. The remaining 15% embraced all other media.

The study also disclosed that the majority of consumers like to buy ice cream in supermarkets and other food outlets—bypassing the old favorite neighborhood drug stores and candy shops, which previously snared most of

Ice cream makers last channeled an estimated 54% of their production to supermarts and other food stores. The in-dustry's 1957 output approximated 647,675,000 gals. #

Tea Group Reelects Smallwood: Increases Promotion Budget

Robert Smallwood, board chairman of Thomas J. Lipton Inc., has been reelected chairman of the Tea Council of the U. S. A., for his sixth consecutive term.

Tea imports in 1957 increased to 107,000,000 lbs. from the 101,600,-000 lbs. imported in 1956. The council's promotional budget for 1958 will total \$2,250,000 compared with an initial outlay in 1953 of \$1 250 000

Storer Earnings Up

Storer Broadcasting Co., Miami Beach, reported net earnings for 1957 of \$6,396,164, compared with a net of \$5,517,206 in 1956. Earnings for 1957 included a net capital gain of \$2,621,496 from the sale of stations in Birmingham, Ala.; Mi-ami; and Portland, Ore., during the

Whiteman Opens Rep Office

Richard Whiteman has resigned from Capper Publications Inc. to open his own office as a publishers' representative at Ave., New York. 342 Madison



CHICAGO 6, ILLINOIS

FRANKLIN 2-6343

Ad Tax Ban Bill Passes; McKeldin Signature Due

(Continued from Page 1)

advertisers with other business

generally for local tax purposes."

According to Joseph Sherbow, attorney for the Maryland Advertising Council, who came to An-napolis to demonstrate the historic and current necessity for an advertising tax ban, this is the second time in Maryland history that advertisers were restricted by special taxation. Back in 1764, King George III and Parliament imposed an advertising tax against the American colonies. The Maruland Gazette. one of the nation's first newspa-pers, successfully led the colonial fight against the tax. It was realed one year later.

 Meanwhile, the leading com-plainants who are challenging the legality of Baltimore's advertising tax ordinances, which went into effect Jan. 1, plan to pursue their arguments, when the case comes up in circuit court, to have the

A. S. Abell Co., publisher of the Sunpapers and operator of WMAR-TV; the Baltimore News-American division of Hearst Consolidated Publications, publisher of the Baltimore News-Post and Sun-day American, and Hearst Corp., operator of WBAL and WBAL-TV, which filed the original suits and are leading in the court fight, de-cided to definitely see their cases through to prevent the city from collecting a 4% tax on advertisers for space or time purchased on local media and a 2% tax on the lo-cal media's gross advertising re-

■ The case was set for a hearing during the first week of March. However, the contestants agree that the hearing will have to be moved up in the light of current developments, although no new tentative date has yet been set or suggested. Meanwhile, all taxes being collected from advertisers and being assessed on media will be held in escrow until final court decisions are made. #

200,000 in Selling and Marketing to View Wired TV Tele-Sell

New York, Feb. 26-Marketing, management and sales will be discussed by experts March 4, 5 and 6 in the 1958 Tele-Sell and Tele-Manage programs beamed to an estimated 200,000 viewers

The three-night program will be seen on closed circuit tv in 62 cities in the U.S. and Canada. Morris I. Pickus, producer in association with Arthur H. (Red) Motley, publisher of Parade, said the programs will set "a world's record for educational tv" for the number of viewers and outlets.

Research techniques and scientific findings applied to marketing, sales and management will be sales and management will be presented during the three 90-minute programs. The sessions will be sponsored locally in 62 cities by sales executives clubs, junior chambers of commerce and col-leges and universities, Mr. Pickus

TelePrompTer Corp., New York, will handle technical transmission of the program. #

AFA Names Taylor

Frank L. Taylor, exec vp and general manager of the New York general manager of the New York

Herald-Tribune, has been appointed to the board of directors of the Advertising Federation of America.

Marvin M. Jacobson, formerly of mills, manufacturers and retailers mills, manufacturers and retailers let in Latrobe previously and had —which were slow to come in durbeen out of Orlando for several ing the initial fund drive for the copy research department of Ritter, Sanford & Price, New York.

Ritter, Sanford & Price, New York.

Harold Rosenberg, Head of Industrial Publications, Dies

Los Angeles, Feb. 25-Harold H. Rosenberg, 75, chairman of the board and founder of Industrial Publications Inc., Chicago, died here yesterday, at Mt. Sinai Hospital, after an extended illness.

Born in Liverpool, England, Mr. Rosenberg was brought to Chicago.

Rosenberg was brought to Chicago at the age of five.

Following a variety of jobs, he joined Kenfield-Leach Co., Chicago printer and publisher of trade m a g a z i n e s, as manager of printing operations in 1907. Later he became manager of the company's which be



came Brick & Clay Record and is now published by Industrial Publications Inc., which Mr. Rosenberg formed in 1920.

He served as president and editor-publisher of the company from the date of its founding until 1954, when he became board chairman.

· Several years before his death, Mr. Rosenberg provided for the uninterrupted continuation of In-dustrial Publications by the creation of a trust under which own-ership and control of the stock of the corporation passes to a group of employes.

The company now publishes Practical Builder, Building Supply News, Ceramic Industry, Brick & Clay Record, Building Material Merchant & Wholesaler, Building Construction Illustrated, Ceramic Data Book and PB Data & Specifications File.

Alden H. Kenyon, Peck Advertising VP, Dies at 63

NEW YORK, Feb. 26—Alden H. (Jack) Kenyon, 63, vp of the Peck Advertising Agency, died yesterday at luncheon, apparently of a heart

Born in Boston, Mr. Kenyon was graduated from Harvard and start-ed his career in the art department of a Boston agency now out of business. After experience in other Boston agencies, he became an advertising salesman on the old *Philadelphia Record*, subsequently becoming its advertising manager.

Mr. Kenyon then joined the

James A. Coveney Co. in New York, and was instrumental in successfully promoting "product of the week" coupon advertising in a number of free shopping newspa-

About 1950 he bought an interest W. Earl Bothwell Inc., and was president of that agency at the with Geyer, time of its merger with Newell & Ganger in 1952.

Mr. Kenyon joined the latter agency at the time of the merger as chairman of the executive committee. Later he moved to the Biow Co. as a vp and account executive, then to Ruthrauff & Ryan and about a year ago to Peck. #

Lee Industries Names Schram

Lee Industries Inc., Chicago, manufacturer of folding chairs and tables, has named Schram Advertising Co., Chicago, to handle its advertising, effective immediately. The account bills about \$25,000. Ted Fenberg Associates Advertis-ing, Chicago, is the previous agen-

Jacobson Joins Ritter, Sanford

Men's Clothing Institute Plans to Continue Ads at \$1,000,000 Level

Clothing Retailers Told of Share of Market Gain but May Cut Ad Budgets

CHICAGO, Feb. 26-Men's and boys' wear advertisers, who have only recently begun to advertise heavily their most persuasive product benefits, are going to face a severe economic test this year and next, a retail ad manager warned

In a talk before the 40th annual onvention of the National Assn. of Retail Clothiers & Furnishers, J. Gordon Kroenert, ad director of Harry Suffrin, Detroit clothing retailer, said that advertising budgets are bound to undergo critical reevaluation this year because they are the only controllable business expense among many currently rising business costs.

 Management, he predicted, is go-Management, he predicted, is going to steer away from impact advertising and try more "shirt
sleeve" selling; it's going to open
more evenings. Retailers will be
more cautious in their ad planning
and "cut out a lot of fat" in their

media schedules, he said.

The eventual general consumer use of color tv, he predicted, will cause a mass migration of garment advertisers to that medium be-cause, he said, "b&w tv doesn't show any marked difference be-tween a \$49 garment and a \$150

Competition is going to get stiffer, and ad funds are going to be more stringently administered, Mr. Kroenert warned. But, he added, the advertisers now are beginning to enjoy the momentum of promotion that has "attracted, interested and necessitated the average man on the street to feel that it profitably pays to dress right."

The promotion Mr. Kroenert referred to is the "Dress right-you can't afford not to!" ad and pr ampaign that has been carried for the past 18 months by the American Institute of Men's Boys' Wear (AA, Aug. 26, '57). 7 institute spent about \$1,100,000 in



IT'S DAD'S FAULT-Dad's attire gets needled in this American Institute of Men's & Bous' Wear ad to appear in The Saturday Evening Post March 22. The ad is one of a series of "scare" ads about dressing correctly. Batton, Barton, Durstine & Osborn is the agency.

its first year's campaign, which centered in major consumer magazines with some announcements on "Monitor" (NBC). Batten, Bar-ton, Durstine & Osborn is the agen-

from the industry segments-the

now coming in at a steady rate and the institute expects to continue spending at the rate of about \$1,-000,000 a year on the campaign throughout 1958 and 1959, accord-000.000 a ing to Louis C. Pfeifle, new president of the institute. The campaign is currently in Life and The Saturday Evening Post.

Mr. Pfeifle told Advertising Age that institute membership and industry reaction to the campaign thus far has generally been very favorable, though he acknowledged some retailers have questioned the wiseness of the frankly negative (Mr. Pfeifle called it "scare") advertising the institute is using

■ The ad campaign got two shots in the arm during the NARCF convention when the Amalgamated Clothing Workers of America contributed another \$25,000 to the ad fund (bringing its total contribu-tions to date to \$150,000) and Men-

nons to date to \$150,000) and Mennen Co. announced it plans to use the "Dress right" theme weekly on its Wednesday night fight telecasts (ABC-TV).

Michael E. Freeland, institute membership chairman, cited more than 1,000 requests for an institute booklet on how to dress right, all provoked by a nine-point mention of their availability at the bottom of their availability at the bottom of an ad in The Saturday Evening Post of Jan. 25.

The booklets are part of a promo tional campaign supporting the ad drive. Mayer & O'Brien, Chicago, drive. Mayer & O'Brien handles the institute's pr.

Evidences that the campaign is selling men's and boys' wear, Mr. Pfeifle pointed out, are Department of Commerce and Dun & Bradstreet reports of late last year indicating that the indus ry has improved its position in share of consumer dollar sumer dollar.

As for the recession, Mr. Pfeifle said the men's and boys' wear insaid the men's and boys' wear in-dustry is not suffering the sharp drop being experienced by the auto and appliance industries.

He said he expects the industry to show gains of 2% or 3% this spring, due mainly to style changes.

president Newly elected NARCF is Herman Rapoport of the Quality Shop, Portsmouth, Va., who succeeds Harry Clarke of Clarke's, Tulsa, Okla. A new vp is Arnold Michaels of Grodin's, Oakland, Cal. John W. Swanson of Nebraska Clothing Co., Omaha, vp; Gerald D. Grosner of Washington, D.C., treas-urer, and Louis Rothschild, NARCF executive director, retain their

Mr. Pfeifle, who joined the American Institute of Men's & Boys' Wear Feb. 1 as general manager (AA, Feb. 10), has added the duties of president. In the latter post he succeeds Francis De Witt Pratt, who is now a consultant to the institute. #

Collins Joins Merchandising Factors as Creative Head

Bradford Collins, formerly a vp of Cunningham & Walsh, San Francisco, will join Merchandising Factors, San Francisco, March 15 as vp and creative director. Mr. Collins joined Brisacher, Wheeler & Staff in 1950. Following the merger of Brisacher, Wheeler Cunningham & Walsh in 1957 Collins was elected a C&W vp.

Mutual Adds Stations

WHOO, Orlando, Fla., and WAKU, Latrobe, Pa., have affiliated with the Mutual Broadcasting System. Mutual has not had an out-



JOHN M. TYSON JR., formerly a marketing executive with Leo Burnett has joined McCann-Erickson, Chicago, as marketing director and a member of the plans board.

FCC Defers to Congress, Delays Pay TV Tests

WASHINGTON, Feb. 27-The Federal Communications Commission announced today that its test of pay tv will be delayed until Congress has more time to decide whether it ants to intervene

Noting that two committees have adopted resolutions calling on the commission to turn the pay tv problem over to Congress. the commission processing of pay tv applications will not begin until after the pres-ent session of Congress ends.

Under a plan adopted by the commission last October, the processing of pay tv applications was due to start March 1. However, there have been a barrage of antipay tv bills introduced since Congress returned in January, and there have been resolutions against pay ty approved by the Senate and House committees on interstate and foreign commerce.

While the commission's action today bows to the demands of the congressional committees, it also puts the committees on notice that the commission will not wait indefinitely for an expression of opin-ion by the full Congress.

The report noted that both committees have indicated they intend to have hearings on pay tv in the near future. It says the commission wants to maintain the status quo until the Congress acts or until it becomes reasonably evident that no action can be expected.

effort to kill pay tv will face a hard fight in the Senate. A resolution against pay to was strongly opposed by a large minority in the com-mittee on interstate and foreign commerce. In addition, there was a speech on the Senate floor today by Sen. Russell Long (D., La.) warning that the broadcasting in-dustry is over-playing its hand in organizing public opposition to pay

He reported that over postcards descended on his office after KNOE-TV carried a broad-cast warning that the public might have to pay as much as \$700 a year for programs which are currently

available free. He contended he has no opinion one way or another about pay tv, but he said, "The question I wish to ask senators is: Shall we reward those station owners who are, I be-lieve, in violation of their license presenting a controversial public issue in such a way that the public hears only one side of the issue?"

Endorsements Boosts Horan

Frederick G. Horan, who joined Endorsements Inc., New York, last year as assistant to the president, has been named a vp "with added administrative duties."

THE ADVERTISING MARKET PLACE

e: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap (maximum—two) 30 letters and spaces per line; upper & lower case 40 ne. Add two lines for box number. Closing deadline: Copy in written form icago office no later than noon, Wednesday 5 days preceding publication Display classified takes card rate of \$17.75 per column inch, and card unts, size and frequency apply. per line. in Chicago date. Displ

AVERAGE PAID CIRCULATION FOR 39,430

HELF WANTED
SPACE SALESMAN for leading graphic
arts publication. Start as junior man in
New York territory with inside track to
one of publishing's top sales jobs within
three years. Write in detail to

hree years. Write in detail to
Box 1286, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illin
If You're in ADVERTISING
You're in ADVERTISING
YOU'RE IN THE WAY BUSINESS
Call Miss Barnard at
WA 2-2306 for the really
BIG positions in Advt.
Radio, TV, Publishing and
Pub. Rela. See me now!!
202 S. State St., Suite 1302-4
arge retail advertiser resulters approximately

202 S. State St., Suite 1302-4
arge retail advertiser requires services
f experienced advertising executive,
tust be thoroughly qualified writer with
oper temerchandising ability. Must underand aggressive selling, have good record
success with women's apparel. Must
so have thorough understanding of layat and be able to plan campaigns Unusuopportunity. Substantial income. Call
E 7-7482, Miss White. Chicage.

ASST. ACCOUNT EXEC.

s want a young go-getter who can

We want a young go-getter who could his own weight in medium size Mi Ave. agency. Good copy-contact and ability essential. Send resume. Write

Box 1307, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illino

200 E. Illinois St., Chicago 11, Illinois
ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS — PLACEMENTS
200 So. State St. HA 7-1991 Chicago
DESIGNER FOR PROMINENT FOINT OF
PURCHASE DISPLAY FIXTURE MANUFACTURER. Must have top flight ability
to create various solutions to consumer
merchandise presentation problems and reate various solutions to consumer chandise presentation problems aid dily develop color visuals. Salary open staff knows of this ad. Replies con-

Box 1304, ADVERTISING AGE 480 Lexington Ave., New York 17, N.Y.

COPYWRITER DIRECT MAIL

FOR: Internationally known prestige publishing firm located in Chi-cago (Will consider only Chica-go area applicants)

CAPABLE OF:

- creating complete direct mail pieces for monthly mail order book offerings to general conmer list
- determining and writing most effective copy approaches for wide variety of titles
- working with artist on layout

SHOULD HAVE:

- minimum of three years proven experience in procuring orders by mail
- ability to write letters that are persuasive, believable and in good taste

WILL BE

- paid in accordance with ability and experience
- associated with progressive, ex-panding prestige firm that of-fers liberal fringe benefits and pleasant surroundings

SEND

letter and confidential résumé, including salary desired

BOX 936, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

The General Dupon Co. has developed a new synthetic tablectoth which is Kosher for Fassover & is manufactured under strict Rabbinical supervision. The company is looking for a salesman in the premium & giveaway field. The General Bupon Co., 130 Ditma Ave., Bklyn., N.Y.

ARTIST

Expanding AAAA agency needs young man, age 20-30. Must have varying degrees of ability in the following areas. Creative layouts, simple finished art, paste-ups, mount layouts, etc. Will work under one of South's top Art and Creative Directors. Excellent opportunity to develop into Art Director. Salary open. Send resume references, and samples Charles Tombras & Associates, Creative Director, 206 Fidelity Bankers Trust Building, Knexville, Tenn.

SPACE SALESMAN for rapidly-expanding N.Y. office of leading national publisher of special-interest consumer magazines or papers required. Automotive hobby interest helpful. Salary, plus commission, to match your qualifications. Write for interview to:

Box 1305, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

ACCOUNT EXECUTIVE FOR PROMINENT POINT OF SALE MERCHANDIS-

Box 1305, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.
ACCOUNT EXECUTIVE FOR PROMINENT POINT OF SALE MEECHANDISING DISPLAY PRODUCEE. If you are a
top-flite salesman we will back you up
with top-notch creative design and the
most completely versatile production facilities in the P.O.P. industry. Must be
currently selling P.O.P. merchandising
displays and self-selection fixtures to top
management of major companies and accustomed to substantial five figure income. Broaden your income opportunity.
Salary or commission. Our staff knows
of this ad. All replies confidential.

Box 1303, ADVERTISING AGE

Tanis ad. All replace contractation.

Box 1303, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y

EXECUTIVE & CLERICAL

EXPERIENCED & TRAINEE

Publishers Employment

460 E. Ohio St., Chgo. Su 7-2255

IMMEDIATE AVAILABILITIES!

ACCOUNT EXECUTIVE \$15,000-\$18,000 Solid agency background in for related package groceries.

ACCOUNT EXECUTIVE \$12,000-\$15,000 Agency background in light industrial and consumer hard lines.

CONSUMER RESEARCH

ANALYST\$6,000-\$8,000
2-3 years background in motivational and copy research.

These openings with large, 4-A Midwest agency. Fast action require, so contact me immediately.

GEORGE E. PYLKAS

xecutive Advertising Consulto CADILLAC ASSOCIATES, INC.

220 S. State St. - Chicago - WA 2-4800



Written for Industrial Executives . . .
"Sales Strategy" should be of in-

terest to the Advertising profession . . . as pointing the only policy of gearing in Advertising with Sales to produce Checkable results... This is the major chal-lenge all advertising agencies are now facing.
demanding. now facing, and that Industry is

DES ARC PRODUCTION

POSITIONS WANTED

MR. "SMALL"

ADVERTISING AGENT

At realistic prices, free-lance artist will
do roughs, comprehensive, paste-ups—you
name it, I'il do it, 2235 5e. Southwest
Drive, L. A. Hank Catrona-FL. 3-1721.

MEDIA REP NEW YORK AND CHICAGO
for solid established trade journal in exchange for introduction to successful
publir needing experienced California rev.

Box 1302, ADVERTISING AGE
4041 Mariton Ave., Los Angeles 8, Calif.

ADV. / FUB. REL. DIRECTOR
Detailed personal resume mailed to bona
with chicago area interests upon request

etailed personal resume mailed to de chicago area interests upon re -a story of action and profits. Box 1308, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illir

200 E. Illinois St., Chicago 11, Illinois

TECHNICAL EDITOR
Seeks position with Pub., Mfr., or Ad
Agency—5 yrs. exp. with nat'l. builder's
pub.—5 yrs. in Arch. field.

Box 1309, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BELOCATE IN CLEVELAND
Copy and rough layout. All accounts. 4
years experience. Resume on request.

Box 1310, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
YOUNG, VERSATILE AD MAN
Seeks position with manufacturer or

YOUNG, VERSAILLE AD MARKET Seeks position with manufacturer of agency. Strong creative background plu advt. sales experience. Asst. acct. executive 4A agency. Single; 27; colleg

Box 1311, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illin

Box 1311, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
ART DIRECTOR
Strong retail fashion background, Young,
flexible and ambitious. Prefer full-time
position. Will work free-lance.
Box 1312, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.
Space Salesman Available. 6 years, trade
journals. Interested in covering Pittsburgh and / or Ohio. Age 33. BA degree.
Box 1313, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.
ART DIRECTOR
CREATIVE LAYOUT
From visualization thru production. Varled experience on consumer, trade, business papers and Farm. Outstanding
knowledge of electronics and hi-fidelity.
Chicago University courses on the Creative Process and Creative Advertising
course. For more contact:
Box 1314, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
CREATIVE-CONTACT—Young Miss. 10
yrs. promotion writing. Experienced in
all phases advtg. & publicity. Loves challenge.
Box 1318, ADVERTISING AGE

all phases advtg. & publicity. Loves challenge.

Box 1318, ADVERTISING AGE

200 E. Illinois St., Chicago 11, Illinois

SLEUTH - RESEARCHER

Need facts turned up? Article, study or speech material developed thru research... your own material digested? Experienced sleuth will do it for you. Communications know-how. Publishing and promotion background. Expert typist.

Box 1315, ADVERTISING AGE

480 Lexington Ave., New York 17, N.Y.

LET'S SEPARATE THE MEN FROM THE

BOYS — NOW THAT IT'S DIFFICULT

TO MAKE SALES.

If you have tough sales problems to solve, I am your man.—31 years experience in advertising sales and management for a prominent national publication—left because of honest differences of opinion on management policies.

Experience in handling group presenta-

Experience in handling group presenta-tions, conventions, etc.

Well acquainted throughout the United States and Canada to all levers and advertising agencies.

Seeks an opportunity that calls for hard work and is a real challenge—money to start is unimportant. Box 1316, ADVERTISING AGE 480 Lexington Ave., New York 17, N.Y.

WRITER-EDITOR-PHOTOGRAPHER ears experience on dynamic busi-angazine, four more in industry, degrees in engineering and busi-elds. Age: early 30s. Seek Chicago

position.

Box 1325, ADVERTISING AGE
E. Illinois St., Chicago 11, Illin

COPY AND CONTACT MAN

IAN
actical, able to spark and dirolume Excellent 4A agency
motive, farm, home, indusuction materials and equip-

Box 1326, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illinois

CREATIVE ACCOUNT MAN AVAILABLE

Sixteen years in top agencies on copy, contact, account management for major national accounts. Broad experience in complete programs including market analysis, advertising, sales promotion, sales training, etc. Wide range of industrial and consumer products. Agency or advertiser.

if you want therough planning and solid follow-through combined with sound cre-ative sense, write now to Box 928, Adver-tising Age, 200 E. Illinois St., Chicago 11, Illinois.

WANTED FOR MERGER

Well established, well financed agency with billings on sunny side of \$1,000,000. in important national accounts feels that strength lies in accounts feets that strength lies in larger operation. Would like to dis-cuss merger with larger, smaller or same size agency. Box 931, Adver-tising Age, 480 Lexington Ave., New York 17, N. Y.

POSITIONS WANTED
EXPERIENCED SPACE SALESMAN

EXPERIENCED SPACE SALESMAN Industrial publication & directory bac ground (8 years); proven ability; collegraduate, 28; seeks position in Chicag based territory with leading publisher.

Box 1317, ADVERTISING AGE 200 E. Illinois St., Chicago II, Illinois Marchael and Chapa agency with proven ability radio copywriting, sales promotion a secretarial. Resume furnished.

Box 1319, ADVERTISING AGE 200 E. Illinois St., Chicago II, Illinois CHEMICAL ENGINEERING? I have years. Now adv. mgr. with large checical mfgr; age 33; family; require \$16,00 prefer NY area; ny resume over wait Box 1320, ADVERTISING AGE 200 E. Illinois St., Chicago II, Illinois Candidate for a Candida

Candidate for a TOUGH JOB Over 20 years experience in advertising and public relations. Newspaper and agency experience. Qualified for Ad Director, Publisher or Business Manager of newspaper or chain. Also qualified for executive position with Ad Agency. Small agency owner for 14 years now ready for important challenging position with larger organization. Write

Box 1321 ADVERTISING AGE

important challenging position with larger organization. Write Box 1321, ADVERTISING AGE 480 Lexington Ave., New York 17, N.Y.

Creative Agency Art Director Would prefer smaller agency where supervisory ability as well as art direction is important. Available now. \$10,000.

Box 1322, ADVERTISING AGE 200 E. Ilinois St., Chicago 11, Illinois ARTIST-33-BFA-10 yrs. exp. in all phases commercial art-agency and engraving house—Will also consider position in graphic arts where art and production exp. needed.

Box 1323, ADVERTISING AGE

May needed.

Box 1323, ADVERTISING AGE

480 Lexington Ave., New York 17, N. N.

Leeney copywriter, experienced in ind
rial and consumer products seeks oppunity with creative agency.

trial and consumer products seeks opportunity with creative agency.

Box 1334, ADVERTISING AGE

200 E. Illinois St., Chicago 11, Illinois
EDITORIAL / WRITER, now free lancing, seeks position, prefer part time—asst.
editing or copywriting. N. Ewing, 3347
Cay Dr., Sherman Oaks, Cal. ST 9-1345.

LOW MAN ON TOTEM POLE
STRIVING TO GET TO THE TOP
Recent UCLA grad, advertising art major desires position that affords oppt'y to do creative work. Wants to learn advertising business from the bottom up. F. Lapple, 1234 - 10th St., Santa Menica, Cal.

ALL AROUND PUBLICATION GAL.
Background includes production, buying printing, paper & supplies. Supervisory experience. Good references top N.Y. & LA. firms. Available L. A. area.

Box 27 R 3, ADVERTISING AGE
4041 Mariton Ave., L.A. 8, Calif
EXEC SECRETARY, Management, Corresp., writer, creative copy, features, edit.
Attractive, ability +. Available Los Angeles only, perm. posit. ST 6-5447.

WEST COAST-SPACE SALESMAN

Want more sales-intelligent operation?

ant more sales-intelligent ant 18 year fine local re-ant 1000+personal calls p ant a man with establish metal working, aviation

ields? TOP PRODUCER WANTS WORK Box 1327, ADVERTISING AGE 4041 Marlton Ave., Los Angeles 8, Calif

\$25M AE, strong tactful accounthandler, with ideas, Midwest. COPY-CONTACT, heavy 812M ASS'T. ADV. MGR.,

GLADER CORPORATION

Don Harris, Dir. Adv. Div. 110 S. Dearborn CE 6-5353

REPRESENTATIVES WANTED

REPRESENTATIVES WANLED
Leading trade paper in important segment of the electrical industry needs representative for N.Y., N.J., eastern Pa.,
Mass., Conn., B.I. Territory producing
well on commission basis; excellent potential for man who can do creative seliing job on top accounts. Write giving
full details to

Page 1980, ADVERTISING AGE

Box 1259, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
PUBLISHERS
Well established Chicago Representative
firm would welcome the opportunity to
discuss your space selling problems in

Box 1162, ADVERTISING AGE
Box 1162, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois
Experienced display salesmen: Our noncompetitive, inexpensive store display
medium offers wide area for good extra
earnings. Write fully. Samples and details
on request. FULLER DISPLAYS Inc., 5-39
48th Avenue, Long Island City 1, N. Y.
Representatives wanted for yearly or
semi-annual. Call on manufacturers of
products for house—home. First in field.
Issue date—December or January. Full
details please. Write P.O. Bex 3142, Merchandise Mart, Chicago 84, Illinois.

REPRESENTATIVES AVAILABLE

REPRESENTATIVES AVAILABLE

If you are interested in productive representation in the fast growing market of Houston and surrounding S.W. territory, I know the man who fits the bill—44 yrs. old—15 yrs. experience with both nat't trade and consumer publications-presently employed in said trade in said territory.

Box 1328, ADVERTISING AGE E. Illinois St., Chicago 11, Illino 200 E. Illinois St., Chicago II, Illinois Central Advertising Representative. Ea-tablished Publishers Representative or-gonization available—regularly traveling Ohio, Eastern Michigan and Western Penna. Only an audited and established publication will be considered.

Box 1329, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illinois xperienced young space rep has opening or an additional publisher. Ohio based lease write giving full media details. ease write giving full media details
Box 1330, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illino

BUSINESS OPPORTUNITIES

ACCT. EXECS..AETISTS..FREELANCERS. If you control, contact and / or
service one or more advertising accounts
billing under \$50,000 per year, and need
an agency outlet to give you the big end
of the deal, phone Robert Peterson, CEntral 6-6749. Chicago.

of the deal, phone Robert Pete trai 6-6749, Chicago.

WANTED TO BUY

Long established, financially sound, suc-cessful N.Y. advertising agency wishes to enlarge through purchase of going agen-cy. Would keep personnel. We are in po-sition to service any accounts secured through this purchase.

Box 1331, ADVERTISING AGE 480 Lexington Ave., New York 17, N.Y.

MISCELLANEOUS
Get product saturation coverage on Radio & TV Giveaway Shows in So. Calif. & West at low cost. Write Roberis & Gail, 5830 Hollywood Blvd., Hollywood Sc. Calif.
WANTED MAILING LISTS
of Dairy Farmers throughout Eastern, Southern and Western States. Write to Adv. Mgr. 521 South 3rd St., Minneapolis 15, Minn.

ADV. EXECUTIVE AVAILABLE

Adv. Lateurve Avanuage
Ad. Mgr. of leading, nationally known
appliance mfr. Experienced in all forms
of sales-producing advertising. Ideal man
for mfr. or ad agency. Send for booklet,
"A Success Story in Advertising" that
tells how this man can benefit you.

Box 929, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illinois

FOOD ACCOUNT EXECUTIVE

4A 25-year-old Cleveland advertising agency has immediate need for food specialist with experience on meat and/or frozen food accounts. Field and marketing experience desirable. Permanent position with good salary and excellent opportunity for growth.

Bex 935, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Illinois









Almost everybody of importance in advertising and

marketing reads

and uses



The ADVERTISING MARKET PLACE

CHICAGO AGENCY

We have spacious, efficient office for Account Executive with billing of \$150,000 or more. Well known agency, \$1,500,000 volume. North Michigan Ave. Excellent Art and Creative Directors, Production, Media, Secretarial and Accounting personnel. Will help you on your present accounts and pitching for new business. Your letter will be held in strict confidence. Our personnel are aware of this ad. Address Box 904, Advertising Age, 200 E. Illinois St., Chicago.

FOR PR-PUBLICITY N PHILA. AREA . .

agencies, companies needing expert rofessional aid on one-shot or con-inuing basis, call or write: The Beacon Agency, Inc. Western Saving Fund Bldg. Phila. 7, Pa. Kingsley 6-1830 will send qualifications.

ARE YOU STRONG IN THE FARM FIELD?

If so, this 4-A agency in Central Ohio can use you as account supervisor. You must, above all, have marketing savvy and be willing to do field work Our 50-man agency will provide full supporting facilities. Salary open . . . unusually good growth possibilities. Write in detail.

Byer & Bowman Advertising Agency 66 South Sixth St., Columbus, Ohio

Publications Specialist

riented.

Ideaconscious executives will find my serve the effective way to handle house organs, sociation organs, promotion brochures, commy histories, annual reports. Will gladly own, discuss program for your commy. Headquarters Chicago.

Wes 837. APVERTISING AGE 200 E. Illinois M. Chicago 11, Illinois

FOR SALE

Profitable outdoor advertising operation in mid-western city. Growing volume now at \$100,000 a year, includes 100 bulletins and complete sign business. A real opportunity.

> ADDRESS BOX 932 Advertising Age 480 Lexington Avenue New York, N. Y.

FOR SALE

you are a TOP FLIGHT agency Looking for a WATCH account I have the gimmick for you. Write Box 934, ADVERTISING AGE Lexington Ave., New York 17, N. Y.

ADVERTISING MANAGER WANTED

MANAGER WANTED

.an intelligent, personable, young (25-35) man with demonstrated executive ability
.a man with the proved capacity to administer the advertising department of a major home appliance manufacturer in Chicago
.a man whose broad experience in advertising enables him to exercise sound judgment in important merchandising and sales problems
.a man with the aggressive, driving spirit needed to move ahead with a new and aggressive sales team "on the move"

Our client is interested in getting just the right man for this important position. We're assigned the job of finding him. Salary open. Excellent employee benefits. Send résumé or phone: John Miller, Vice President, Alex T. Franz, Inc., 221 N. LaSalle St., Chicago. CEntral 6-5025.

SALES PROMOTION MGR. \$8,000-\$9,500

ell-known space heating, central heat-g and air-conditioning equipment manu-cturer seeks man with good all-around ackground. Must be able to plan, create de execute sales promotion pieces, dis-ay materials and exhibits. Southern cation. Contact me in confidence.

George E. Pylkas Executive Advertising Consultant CADILLAC ASSOCIATES, INC. 220 S. State St. • Chicago • WA 2-4800

BIRCH Personnel

Inc.

The Midwest's

By appointment only 9 E. MADISON - SUITE 1417 CHICAGO 2, ILL. CENTRAL 6-5470

EDITOR WANTED: Experienced writer-editor in the 30-40 year age bracket for editorship of established business magazine in the food processing field, domiciled in midwest. This is a career job with an aggressive publishing firm. Must be capable of taking over all duties of an editor including some traveling. Salary into five figure bracket for man who can quality. Fringe benefits include profit sharing plan. Your response will be kept confidential. Address Sox 807. Advertising Age, 200 E. Illinois St., Chicago II, Illinois

EXECUTIVE OFFICES 3200 Sq. Ft. **Entire Floor** 60 E. 56th St., N.Y.C.

In addition to features found in present modern office buildings, such as Cent'l air cond., etc., there is: a fully equipped "G.E" kit., carpeting and window draw drapes in all 9 private offices. Walnut panelling in large front Exec. offices, and special wall covering. Sublease to April 30, '66.

Walter Oertly Assoc., Inc. 274 Madison Ave. MU 3-0391

Fine, Fast, Fairly Priced Photography



Process Color Lithography on ACETATE

or Plastic
up to 15 point sheet
IDEAL for Illuminated Displays, catalog covers, exploded views, window
streamers, etc. Exceptional quality—
small or large runs. Also single or
multiple color work. Send for samples
and information. Ph. DElaware 7-4053
The Buhl Press, Inc.
215 W. Ontario St., Chicago 10, III.

HOUSE FOR SALE

2 blocks from train in popular Kenilworth. Illinois. Owner moving to N.Y. must sell lovely modern 4-bedroom brick home in perfect condition. 2 baths plus 2 half baths, rec room with fireplace and shower in basement. Paneled den, screened porch, incinerator, fence, attached garage plus ultra modern kitchen with all new built in equipment. Must see to appreciate. 636 Meirose Ave., Alpine 1-1916, \$49,750.

ACCOUNT EXECUTIVE
WANTED

(or small agency owner)

Very attractive immediate offer; ultimate partnership opportunity for able ad man with minimum \$150,000 billing. Substantial, well financed agency operation.

Box 930, Advertising Age
480 Laxington Ave., New York 17, N. Y.

CUTS \$1.25

Up to 5 Sq. ZINC

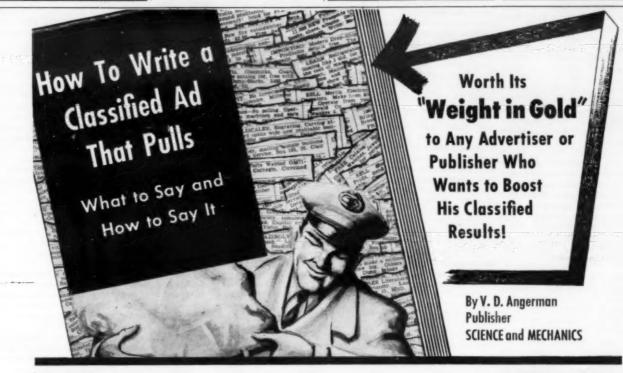
ZINC
Line or halftone flush mounted.
Fast Service—
Satisfaction Guaranteed
Write size of cut and screen preferred
on back of copy and mail to
WARD KAH
Box A \$7, Glendale, Calif.

NEED A PRODUCT SUCCESS STORY FROM SO. CALIF?

STORY FROM SO. CALIFF.
Good product-in-use success stories can
double or treble your Readex and salex
results. Our photo products-service reports are complete, accurate, in printable
copy form. Fast service, reasonable rates,
satisfaction guaranteed. For details write
Box 27 J 32, ADVERTISING AGE, 4041
Mariton Ave., Los Angeles 8, Calif.

ACCOUNT EXECUTIVE

Twenty-five year old Michigan Ave. Agency with complete facilities is seeking account man with business. Here's your opportunity to increase earnings, to be relieved of non-productive details and to enjoy greater security. Owner also willing to offer a share in the business to right man. All replies will be treated in strictest confidence. Write: Box 933, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.



A Much Needed Handbook and Guide for Thousands of Small-Space Advertisers

Table of Contents

- —How to Analyze Your Propos —How to Start Your Ad
- -70 Ways to Start an Ad

- —70 Ways to Start an Ad
 —How to Explain Your Proposition
 —6 Most Powerful Words in MailOrder Copy
 —100 Words That Have Sales Appeal
 —Making Your Ad Understandable
- -How to Create Confidence -How to Get Action
- sld You Advertise for Orders
- or Inquiries?

 How to Discourage Remittances in Stamps

 Can You Use a "Company" Name?

 How to Select the Address to Use
- -Standard State Abbreviations
- -How to Key Each Insertion
- Keeping a Record of Results
 Hew to Save Words in Writing Your Ad
- -How to Figure the Cost of Your Ad
- Correct Word Count of Words that
 Are Often Confusing
 How to Pick Publications That Pull
 How to Select the Best Pulling
 Classification
- —How to Test Your Ad

 —How to Double or Triple Your

 Volume of Replies

 —Let's Make a Final Check

- -What to Do When Your Ad Flops -What ABC Circulation Means to You

Now you can learn the secret of getting better results from your classified advertising—making one dollar do the work of three, five or even ten—by just knowing what to say and how to say it.

what to say and how to say it.

This handbook gives the real "KNOW-HOW". It explains the four basic appeals that induce people to buy. It reveals the six most powerful words in advertising and points out the best ways to use them. It illustrates actual samples of classified ads showing how these six magic words were used to get maximum results. It describes 12 ways to create confidence. It gives seven sure-fire plans to get action. It discusses the problem of whether you should advertise for inquiries or orders. It makes clear how to check the pulling power of every ad in every publication.

But that is not all! You learn the secret of how to make your classified ads believable, how to make them convincing, how

to make them pull the results you want with the fewest number of words.

Think of the advantage you will have with these priceless secrets at your command! You may be able to double or even triple your results. Don't let another day pass by without getting a copy of this valuable handbook. Mail coupon today!

FREE! \$200 CREDIT CERTIFICATE

We would like to offer a copy of this handbook absolutely free to everyone interested in classified advertising; but if we did, we would be swamped. Therefore, we are making a nominal charge of only \$1.00. With each handbook we include a Credit Certificate good for \$2.00 toward the payment of a classified ad in SCI-ENCE AND MECHANICS. Hence, you get DOUBLE your money back. And if you don't think this handbook is worth many times the \$1.00, return it with the certificate and we'll refund your money at once. You take no risk.

MAIL THIS HANDY COUPON WITH A DOLLAR

Science and Mechanics Magazine

I enclose \$1.00 for a copy of "How to Write a Classified Ad That Pulls". You are to include a Credit Certificate good for \$2.00 toward the payment of a classified ad n SCIENCE AND ME-CHANICS. This gives me double my money back.

Name.

Fewer Advertisers in TV; They Spend More

mate for the total tv advertising talent costs, for 1957 was \$1,315,
of its 1957 annual report on spot ty. 000,000, compared with \$1,209,900,-000 in 1956.)

Mr. Cash, who obviously is con-cerned over some of the soft-mar-ket stories that have been appear-ing in the press during this heavy cancelation tv season, gave the in-dustry's usual answer to critics who maintain that the "boredom factor" is catching up with the me-dium. He cited Nielsen figures

Gross Time Spot TV Expenditures: 1956-'57

By Time of Day, Type of Spot

The following table shows the amount of money broken down by the types of spots used and day parts. Source: TvB from N. C. Rorabaugh data:

1957

(000)	omitted)	(000)	omitted)
Day\$	145,038	. 5	135,339
Night			222,621
Late night	44,376		39,646
Total\$			397,606
Announcements\$	199,879	\$	176,429
IDs	48,856		46,806
Participations			90,541
Programs	87,450		83,830
Total\$	448,734	\$	397,606

showing (1) that the average tv home is spending more time than ever with the set turned on, (2) that ratings for the average evening, daytime and weekend show are up and (3) that the average network tv program is delivering more homes to its sponsor.

· Asked how he reconciled this rosy statistical picture with the fact that network tv's show casualty that network tv's show casualty rate seems to be going up, Mr. Cash attributed a part of the sponsor restlessness to general business conditions and resulting shifts in product standings. He said it is mainly a matter of sponsors who are moving their dollars around in the medium, from one show to another or from network to spot, etc., rather than sponsors moving out of television

days, as it is generally, but he emphasized that there is still "plenty" sion, Outboard Marine Corp., Laphasized that there is still "plenty"

Coincident with the press con-ference, the bureau released a part with the full report on fourth quar-ter expenditures. Some data or network tv time sales by companies also was included.

To nobody's surprise, Procter & Gamble ranked first last year in spot and network, with sizable in-creases in both. In both _ategories the soap company spent about twice as much as the No. 2 advertisers

Runner-up in network, despite a cutback of a few hundred thousand dollars, was Colgate-Palmolive; Brown & Williamson continued to hold the No. 2 position in spot.

The top ten network spenders for 057 were all carryovers from the 1956 list, but one of them-General Motors—plummeted from third place in '56 to tenth last year with a sharp reduction in budget.

On a category basis, network tv gained support from food; toiletries —its biggest single group; and soaps and cigarets, among others. It lost ground in household equipment and radio-ty sets, and to a lesser extent in automotive.

In spot ty's top ten for 1957. Lever Bros. and Carter Products moved into the list and Warner-Lambert and Philip Morris moved out. With an almost doubled budget, Continental Baking jumped from eighth place to third.

Spot tv attracted more food and grocery advertising dollars—its largest category—and gained additional support from beer, cosmetics, drugs and gasoline, among others. There were declines in several other categories-most notably in dental products and automotive. Fourth quarter, 1957, spot tv

penditures reached an alltime high of \$119,835,000—a gain of 11.1% over the comparable period for 1956 -according to the TvB's calculations. This figure is based on fig-ures provided to the Rorabaugh organization by 322 reporting sta-

Potwin Joins Lawn-Boy

Arlan G. Potwin, formerly of the Colorado State University public relations staff, has been named to Mr. Cash said that "business is the new post of assistant advertishard to come by" in television these ing manager of the Lawn-Boy divi-

Top 10 Spot TV Advertisers: 1956-'57 **Gross Time Expenditures**

Source: TvB from N. C. Rorabaugh Data

	Rank	1957	1956
1.	Procter & Gamble\$	25,916,800	17,522,450
2.	Brown & Williamson	12,988,900	11,288,620
3.	Continental Baking Co	10,190,100	5,732,480
	Sterling Drug	8,635,900	8,823,300
5.	General Foods Corp	8,447,900	9,415,940
6.	Colgate-Palmolive Co	7,739,100	7,314,700
7.	Lever Bros	7,643,000	4,535,010
8.	Carter Products	6,995,300	4,535,210
9.	Miles Laboratories	6,392,600	5,354,730
10.	National Biscuit Co	5,822,300	5,536,500

Top 10 Network TV Advertisers: 1956-'57

Gross Time Expenditures

Source: Publishers Information Bureau

	Rank	1957	1956
1.	Procter & Gemble\$	47,046,000	\$ 43,457,300
2.	Colgate-Palmolive	19,375,700	19,880,300
3.	Chrysler Cerp.	18,915,800	18,198,300
4.	American Home Products	18,535,800	15,758,000
5.	Lever Bros	16,297,300	11,322,600
6.	Gillette Co	15,790,800	15,257,900
7.	General Foods	15,550,600	15,688,789
8.	R. J. Reynolds	13,201,600	11,424,400
9.	Ford Motor Co	13,023,200	10,316,421
10.	General Motors Corp	12,733,400	19,086,600



HEAP PLENTY ROOM-De Soto will boost its station wagons with a color page in Life March 17 and in March issues of Holiday and National Geographic Magazine. and outdoor will be included in the March push. Batten, Barton, Durstine & Osborn is the agency.

35 Years Old, 'Time' Adds Up Ad Sales of \$500 Million

NEW YORK, Feb. 26-Time, which advertisers greeted with 'monumental' indifference in its early days, the magazine recalls, celebrates its 35th anniversary March 3.

First issue of the magazine, ted March 3, 1923, went to 12,000 \$1,000,000, but Scott Stewart, pub-people; its most recent issue—out this week—goes to 2,750,000 people wagen, told Advertising Age: people; its most recent issue—out this week—goes to 2,750,000 people here and abroad. The first issue here and abroad. The first issue was 24 pages including seven pages of ads (Murad cigarets, Durham Duplex razors). The current issue—88 pages—carries 43 pages of advertising.

In 1927, Time got \$501,268 for advertising; in 1937, \$8,194,038: in 1947 \$23,204,329; in 1957, \$45,-12 621. In 35 years advertisers

112,621. In 35 years, advertisers have purchased 90,000 pages for about \$500,000,000. Circulation base last month was 2,250,-

Volkswagen Names Mathes: Eyes Bigger Slice of U.S. Market

(Continued from Page 1)

about 70,000 were Volkswagens. VW sales moved from 5,500 in 1954 to 29,000 in 1955 and to 50,000 in 1956. In 1957, Volkswagen sold more cars than Studebaker, Packard, Nash, Hudson, Lincoln or Im-

As this record shows, the \$1,700 rear-engine beetle from Germany has done handsomely without any advertising program. The foreign car market, however, has become increasingly competitive. Volkswagen's rivals, all equipped with agencies, are stepping up their advertising, and the German company is following suit.

■ Renault Inc., runner-up to Volkswagen in 1957 with sales of some 20,000 Dauphines, recently moved its account from Mann-Ellis to Needham, Louis & Brorby (AA, Jan. 27) and reportedly is mounting a \$750,000 campaign for 1958. Renault broke new last year by taking space in The Saturday Evening Post.

Automobile importers are shoot-Automobile importers are snooting for a 300,000 year in 1958, hoping to take as much as 5% of the U. S. new car market. Preliminary reports indicated that they are on target. Volkswagen re-

portedly sold 5,000 cars in January. Volkswagen was not prepared Volkswagen was not prepared today to say what kind of advertising program it will support. Madison Ave. speculators have mentioned figures like \$750,000 and

"These people must know more than I do."

J. M. Mathes executives also professed to be in the dark about the scope of the program.

· Like many other foreign-owned companies, Volkswagen of America operates under close surveillance from the home office. Selection of Mathes was made more than a month ago but could went from an average net paid of 18,500 in 1923 to 2,171,505 in 1957. Heinz Nordhoff, head of Volks-

4 A's Booklet Urges Business Papers to Standardize Reports

New York, Feb. 25-American Assn. of Advertising Agencies has issued a revised edition of "Sug-gestions for the Advancement of Business Publication Advertis-ing." Much of the material in the 14-page booklet is new, and virtually all of the data, first issued in 1953, has been revised and brought up to date.

• The Four A's again urges publishers to "consider the advantages of presenting media data and in-formation on the markets they serve in a standardized pattern," and recommends the use of the Media Data Form, developed by National Industrial Advertisers Assn., which has also been indorsed by Associated Business Publications and National Business Publications. In addition, the Four A's notes that "use of the NIAA form should not be confined to publica-tions in the industrial field." Copies of the new booklet may

be obtained from the Four A's, 420 Lexington Ave., New York 17. #

General Tire Names Ragsdale, Harrington to New Duties

In a realignment of advertising. sales promotion and merchandis-ing departments, General Tire & Rubber Co., Akron, has named





Ralph E. Harrington, formerly advertising director, merchandising manager and John G. Ragsdale, formerly manager of sales pro-motion and advertising, advertising director.

Heinz Nordhoff, head of Volks-wagen, sent his okay from Ger-many. # Mr. Ragsdale now will direct

Top 100 Spot TV Advertisers

Fourth Quarter, 1957

Source: Television C. Rorabaugh Data

	Procter & Gamble Co	7,857,400	3
2.	Brown & Williamson		3
	Tobacco Co		3.
	General Foods Corp	2,387,900	3
4.	Colgate-Palmolive Co	2,287,200	3
5.	Continental Baking Co	2,233,200	3
6.	Lever Bros. Co	2,140,600	3
7.	Sterling Drug	2,010,100	4
8.	Warner-Lambert Pharma-		4
	ceutical Co	1,945,400	4
9.	Adell Chemical Co	1,692,200	4
10.	Miles Laboratories	1,680,300	
11.	Robert Hall Clothes	1,608,000	4
12.	R. J. Reynolds Tobacco Co.	1,390,800	4
13.	American Hame Products	1,372,400	4
14.	National Biscuit Co	1,343,300	
15.	Coca-Cola Co. & bottlers	1,283,700	4
16.	Carter Products	1,093,000	
17.	Bulova Watch Co	1,046,700	5
18.	Ford Motor Co	973,400	5
19.	Shell Oil Co	953,200	5
20.	American Chicle Co	951,300	5
91	International Latex Corp	937,600	5
	Avon Products	937,200	5
	Gillette Co	909,900	5
	Charles Antell Inc.	899,200	5
	American Tobacco Co	880,400	5
	General Motors Corp	820,200	é
			6
	Esso Standard Oil Co	774,200	6
	Liggett & Myers Tobacco Co		6
	National Dairy Products	697,800	-
	Anheuser-Busch	695,700	6
	Tea Council of U.S.A	693,700	6
32.	William Wrigley Jr. Co	640,100	6
34.	William Wrigiey Jr. Co	640,100	

Bureau of Advertising fro	om N. C	Rorabaugh D
33. Interstate Bakeries Corp	624,500	67. General Cigar
34. Exquisite Form Brassiere	602,900	68. Alberto-Culver
35. Borden Co	590,300	69. Phillips Petroles
36. Food Manufacturers Inc	574,600	70. Wm. B. Reily &
37. Pepsi Cola Co. & bottlers	564,600	71. P. Lorillard & C
38. J. A. Folger & Co	553,600	72. Wander Co
39. Nestle Co	545,200	73. Max Factor & C
40. U.S. Borax & Chemical Corp.	543,100	74. Texize Chemica
41. Ward Baking Co	541,600	75. Bond Stores
42. Harrison Laboratories	536,600	76. Theo. Hamm Bro
43. Milner Products Co	533,200	77. Maybelline Co.
44. Philip Morris & Co.	530,500	78. Hills Bros. Coffe
45. Block Drug Co	519,700	79. M. J. B. Co
46. Atlantis Sales Corp	513,200	80. Scripto
47. Marathon Corp	509,300	
48. Jos. E. Schlitz Brewing Co	500,400	81. Pacific Tel. & T
49. Peter Paul Inc.	482,400	82. Carling Brewing
50. Piel Bros	477,300	83. Harold F. Ritch
51. Falstaff Brewing Corp	472,000	84. Burgermeister B
52. Grover Laboratories	451,500	85. Quaker Oats C
53. H. J. Heinz Co	437,300	86. Great A & P T
54. P. Ballantine & Sons	420,900	87. Bymart-Tintair
54. Standard Oil Co. (Ind.)	413,000	88. Texas Co
56. Standard Brands	400,400	89. Safeway Stores
57. Bristol-Myers Co	392,600	90. Lionel Corp
58. Norwich Pharmacal Co	389,400	91. Chesebrough-Po
59. Wesson Oil & Snow Drift	385,000	92. United Vintner
60. Beech-Nut Life Savers	383,900	93. General Mills
		94. Nehi Corp. & I
61. Corn Products Refining Co.	383,000	95. Monarch Wine
62. Vick Chemical Co	382,400	96. Gold Seal Co.
63. Best Foods	379,800	97. American Suga
64. Parker Pen Co	376,600	98. Drug Research
65. Andrew Jergens Co	372,000	99. Kroger Co
66. Plough Inc	367,000	100. Bon Ami Co

11	67. General Cigar Co	364,300	
	68. Alberto-Culver Co	360,900	
	69. Phillips Petroleum Co	357,100	
	70. Wm. B. Reily & Co	354,900	
	71. P. Lorillard & Co.	349,200	
	72. Wander Co	347,600	
	73. Max Factor & Co	347,300	
,	74. Texize Chemical Co	343,700	
	75. Bond Stores	341,400	
1	76. Theo. Hamm Brewing Co	340,000	
)	77. Maybelline Co	336,900	
	78. Hills Bros. Coffee	330,100	
1	79. M. J. B. Co	328,400	
,	80. Scripto	324,300	
)			
1	81. Pacific Tel. & Tel. Co	323,700	
)	82. Carling Brewing Co	320,300	
,	83. Harold F. Ritchie Inc	320,100	
	84. Burgermeister Brewing Corp.	319,200	
)	85. Quaker Oats Co	318,800	
)	86. Great A & P Tea Co	314,800	
)	87. Bymart-Tintair	306,000	
	88. Texas Co	300,000	
,	89. Safeway Stores	293,200	
	90. Lionel Corp	281,800	
,	91. Chesebrough-Ponds	280,300	
	92. United Vintners	279,100	
5	93. General Mills	276,800	
1	94. Nehi Corp. & bottlers	265,900	
)	95. Monarch Wine Co	264,100	
)	96. Gold Seal Co	261,800	
)	97. American Sugar Refining	258,600	
)	98. Drug Research Corp	256,600	
8	99 Venner Co	0.00	

Harrison Denies FDA Charge That TenDay Polish Hurts Nails

WASHINGTON, Feb. 26-The Food Drug Administration has ap-aled to cosmetic dealers to turn back all unsold stocks of TenDay

press-on nail polish.

An FDA announcement said the plastic nail covering can cause peeling, splitting and breaking of nails, and that more than 700 women have already complained of

M. I. Schultz, president of Harrison Laboratories, at first denied the FDA charge and maintained that, contrary to the FDA statement, the company will not withdraw its product from the market, later said the company had "invited" dealers to make returns. The company has also asked the FDA for a conference.

Advertising, however, will be discontinued "until the dust settles," the agency, Product Services told ADVERTISING AGE. Primarily a tv advertiser, the company uses spot tv in "many markets" and participates in the "Jack Paar " (NBC-TV).

According to Mr. Schultz, "over 32,000,000 applications of the prod-uct have been distributed since it was launched last year—and in that time we have had no complaints from dealers, and less than 600 complaints from customers. This is less than one complaint for every 40,000 applications.

"It is common knowledge that an insignificant portion of the population always reacts badly to any nail covering, enamel or polish. Every company in the cosmetics field has had this experi-ence," he asserted.

Mr. Schultz also said the product had been tested and medical au-thorities consulted long before it was marketed. Harrison launched a \$1,000,000 national introductory ad push for the product last year (AA, Sept. 30, '57). #

FTC, Tobacco Men Meet to Set Smoke **Test Standards**

WASHINGTON, Feb. 26-The tobacco industry turned out in force today in response to an invitation from officials of the Federal Trade Commission who want to frame standards for the smoke tests which

are used in cigaret ads.
Representatives of virtually every major tobacco company were on hand. In addition, the commis-sion received advice from organizations like Consumers Union and Reader's Digest, which have been critical of filters used on popular brands of cigarets, and from rep-resentatives of medical groups, testing laboratories and several government agencies.

 The meeting was called by the commission's bureau of industry cooperation after a House subcommittee under Rep. John Blatnik (D., Minn.) complained that the commission has been negligent in trying to eliminate deception about tests used by tobacco companies. Committee members had pointed out in a hearing here last summer that tests of various brands are difficult to compare because the industry is not agreed on testing standards.

At the meeting today, Charles E. Grandey, chief of the bureau of industry cooperation, said the commission hopes to frame a test standard which will protect "even the least wary." Toward this end, he asked individual companies for advice on such technical factors as butt length, frequency of puff, amount of air in a puff, and the most meaningful way of measuring tar and nicotine content of smoke.



SHAPELY-Jantzen returns to artwork after two years with photos with this current ad (Harper's Bazaar and Vogue) illustrated by Rene Gruau (AA, Sept. 2). Jantzen will spend about \$500,000 in the new campaign. Botsford, Constantine & Gardner, Portland, Ore., is the agency.

Chrysler Car Output Dips 60%, Sales 30% in First 2 Months

DETROIT, Feb. 28—Passenger car production in the first two months this year is down 27% from the same period in 1957, but Chrysler Corp. is faring far worse than other car makers, with a drop of more than 60% for its five automobiles.

the than 60% for its five automobiles.
ADVERTISING AGE learned that polChrysler Corp. sales are down 30% this year, as compared with a decrease in industry sales of 24% to 25%. Too few changes in styling for Chrysler Corp. cars are believed to be the principal reason for the larger Chrysler sales drop-off. In addition to a soft market,

Chrysler's big production cutbacks reportedly are the result of labor troubles, alterations in plant layouts to increase efficiency, and a reduction in the work week

· Along with decreases in sales and production, Chrysler has cut back on the advertising budgets for its five cars. For example, last year the Chrysler car division, corporate advertising, export advertising for passenger cars and Chrysler tv advertising in Canada (all pre-viously handled by McCann-Erickson) billed about \$27,000,000. This year, the same segments are expected to bill an estimated \$20,-000.000

Figures in today's Wall St. Jour nal show DeSoto production off 77%; Dodge, down 73%; Chrysler, 60%; Imperial, 60%, and Plymouth, 50%. All other car models, however, show dips in production with the exception of Rambler, which recorded an impressive production jump of 140%, and Chevrolet, which has produced nearly 5,000

more cars this year.
Following are 1958 vs. 1957 production figures for all cars:

	1958	1957
	First Two	Months
Chevrolet	287,376	282,78
Ford	233,838	294,25
Plymouth	65,802	131,08
Oldsmobile	77,028	90,72
Pontiac	58,519	79,80
Buick	62,593	101,78
Rambler	32,293	13,65
Cadillac	26,904	29,22
Dodge	15,827	56,09
Chrysler	10,597	27,85
Mercury	25,434	69,57
Lincoln	6,917	10,18
Imperial	3,093	7,68
DeSoto	6,986	31,64
Edsel	3,027	
Studebaker	4,385	9,79
Packard	804	3,85
Nash	-	1,11
Hudson		46
Totals	911,423	1,241,75

Last Minute News Flashes

Remington Introduces Shaver Accessory Line

BRIDGEPORT, Feb. 28-Remington Rand electric shaver division of Sperry Rand Corp. will introduce a new line of electric shaving access Sperry Rand Corp. will introduce a new line of electric snaving accessories the end of March in Sunday supplements in four markets and on "Gunsmoke" (CBS-TV). The line includes a pre-shave powder stick, pre-shave and after-shave lotions, coiled extension cord, service kit, cleaning brushes, cleaning fluid, shaver holder, and a "Speedak" to increase voltage. Paris & Peart. New York, handles the shaver ac-

Hammer Takes Over as Head of Mutual

NEW YORK, Feb. 28—The majority stockholders who took over ownership of Mutual Broadcasting System last August are assuming active management of the network. In as temporary president, replacing Paul Roberts, is MBS chairman Armand Hammer, president of Oc-cidental Petroleum Corp., one of the principal owners of Mutual. Backstopping him as exec vp, replacing Bertram J. Hauser, is George Vogel, former merchandising consultant to Colgate. Mr. Hammer told Advertising Age Mutual is not for sale; he said the network will continue to emphasize news, music and special events

Snyder Leaves McCann to Head TV Station

CLEVELAND, Feb. 28—Franklin Snyder, vp and director of client services of McCann-Erickson, Cleveland, is leaving to become general manager of WTAE, Pittsburgh's newest tv station, effective April 1. Mr. Snyder previously was vp and general manager of WXEL here.

Conn Appoints Juhl Agency: Other Late News

- Conn band instrument division of C. G. Conn Ltd., Elkhart, Ind., has appointed Juhl Advertising Agency, Elkhart, to handle its advertising effective March 1. Jaqua Co., Grand Rapids, Mich., previously handled the account.
- DuMont Broadcasting Corp., New York, has acquired its fourth station through the purchase of WHK, Cleveland, O., from Forest City Publishing Co., publisher of the Cleveland Plain Dealer and Cleveland News, for \$700,000. The sale is subject to the usual FCC approval, after which DuMont will decide whether the station will continue as an NBC Radio affiliate or go independent. DuMont's other stations are independents—WNEW and WABD (tv), New York, and WTTG (tv), Washington
- Minute Maid Corp., Orlando, Fla., is test-marketing a frozen concentrated chocolate flavored malted mix in New York City via a spot campaign on WOR-TV. Packaged in 6 oz. cans, the product makes 1½ pints of chocolate malted milk when added to three parts milk. Ted Bates & Co., New York, is the agency.
- B. T. Babbitt Inc., New York, will break "the most extensive tising and sales campaign in this company's long history" in ten mar-keting areas shortly, using spot radio and newspapers to promote the company's entire product line. Brown & Butcher, New York, is the agency.
- General Motors reportedly is planning to manufacture a new small car in the U. S. to compete with foreign model small cars. The new car, which is supposed to have a 100" wheel base, reportedly will be marketed in the summer of 1959. GM denied the reports
- Metro-Goldwyn-Mayer Pictures, New York, will break a radio and tv spot campaign March 3 on "The Brothers Karamazov" in 15 markets with additional markets to be scheduled. Minute spots are scheduled two days before and during the film's opening day. Donahue & Coe is the agency.

Quaker Shifts \$3,500,000 Ken-L Account from NL&B

(Continued from Page 1) had dropped its Swift & Co. products, which included Pard dog food, followed closely the word that Ken-L Ration was leaving NL&B. Since JWT already has a portion of Quaker Oats (Aunt Jemima ready mixes), speculation was that would get the Ken-L

ation business. However, Mr. Elting said as far as he was concerned the two moves were "purely coincidental and not related." He did not eliminate JWT as a possibility for the account,

Stroben Joins 'Mart'

William D. Stroben, who resigned in January as director of advertising of the Norge division of Porg-Warner Corp. (AA, Jan. 27), has joined the advertising staff of Mart. He will work from Mart's Chicago office, covering accounts in midwestern states. Before joining Norge, Mr. Stroben was with McCann-Erickson and Sylvania.

Cleveland Agencies Merge to Form Wolaver & Baldwin Two Cleveland agencies, David

Wolaver Advertising Agency Walker, have Baldwin &





David G. Wolaver

Duff H. Baldwin

merged to form Wolaver & Baldwin, with headquarters at 1220 Huron Rd. David G. Wolaver is president and treasurer of the new agency, and Duff H. Baldwin is vp

and secretary.
Mr. Wolaver started his agency in 1950, and Mr. Baldwin formed his in 1954. The new agency will serve 24 industrial and consumer

Grant Names Cather Manager of Detroit Office

Grant Advertising has appointed Myers B. (Bud) Cather manager of its Detroit office, succeeding L.

JWT Resigns Its \$3,000,000 Share of Swift Account

(Continued from Page 1) did through agencies, but lost out on many products first to Need-ham, Louis & Brorby and later to McCann-Erickson.

■ JWT's present slice of the Swift advertising probably bills around \$3,000,000. The biggest advertiser is said to be Vigoro fertilizer, followed by Allsweet and Pard. Total

Swift advertising for 1956 was estimated at \$15,000,000.

At the agency, George Dibert, account executive who was called in from JWT's New York office to try and save the fading Swift business in 1954, said only that the business in 1954, said only that the remainder of the account was dropped "for business reasons."

He said the termination dates for work on the individual products have not yet been set.

Swift said it has not picked an agency or agencies to replace Thompson. The betting today seemed to favor McCann-Erickson to replace today which now has Swift's meats bill-

Needham, Louis & Brorby first entered the picture at Swift about 1942, when it was awarded the oleomargarine account, formerly handled by JWT, and the ice cream account, which had been handled by the old Blackett-Sample-Hummert agency. JWT still kept lion's share of the business, Needham added new products including Sunbrite clean industrial and farm products.

 In the early 1940s, McCann gained an important wedge by being named to handle new products development advertising for Swift, as well as some of its dairy products. McCann added canned meats, poultry, shortening and some fropoultry, shortening and some fro-zen foods to its list of Swift busi-

ness in the late '40s.

Then Needham began to fade.
In 1953 Swift assigned its Jewel products to Gardner Advertising Co., St. Louis, and its ice cream to McCann, both replacing NL&B. In 1954 Needham dropped its remaining Swift business to take on a large part of the Wilson & Co. acto take on a count

By 1954 McCann had most Swift dairy products, plus the institu-tional advertising. In March of that year it won the ham advertising from Thompson. The big blow—to JWT—came in August, 1955, when Swift shifted its fresh meats and table-ready meats from JWT JWT-came to McCann.

The present lineup of Swift agenes follows:

McCann-Erickson — agricultural research, butter, eggs, cheese, canned meats, consumer package frozen meats, ham and bacon, hotel, restaurant and institutional sales, ice cream, industrial and public relations advertising, meats for babies, poultry, fresh meats, franks, table-ready meats, sausage, asings, trade relations, home eco-

Russell T. Gray Inc. glues, gelatins, industrial oils, industrial soaps.

Bert S. Gittins Advertising—

farm plant foods, feeds, hatcheries,

Negotiations Progress for Sale of Hazel Bishop to Chesebrough

Negotiations have been in prog-Dangerfield to Cavanaugh
Harry Dangerfield Jr. has joined Cavanaugh-Morris Advertising, Pittsburgh, as an account executive. Most recently commercial manager of XETV, San Diego, Cal., Mr. Dangerfield also has been with KDKA, Pittsburgh, and was a vp of Bond & Starr.

of its Detroit office, succeeding L. R. McIntosh, exec vp and manager of Grant's domestic operations, who now will devote full time to supervision of the agency's network of domestic offices and accounts. Mr. Cather, who joined Grant in 1955 as vp and Dodge account supervisor on Dodge.

of its Detroit office, succeeding L. R. McIntosh, exec vp and manager to Chesebrough-Pond's, executives of both companies have confirmed. There are no indications at this time that they will be consumated successfully. Raymond Spector, head of Hazel Bishop Inc. and president of Raymond Spector Co., owns 62% of Hazel Bishop stock. ress for some time concerning the

... means

Bertsch+ Cooper

... it also means typographic proofs beyond compare ... proofs that are mechanically true

Vignettes of Admen Brighten New Mayer Book, 'Madison Ave., U.S.A.

(Continued from Page 2)

shop is expounded in full.
"BBDO does advertising for U.S.
Steel, that's fine, we call it 'Board of Directors' advertising," Mr. Mayer quotes Mr. Reeves as say-ing. "If U.S. Steel stopped advertising for a year they wouldn't sell one ton less steel. If Viceroy stopped advertising for a year you'd

feel pain all over your body."
Or there is Mr. Reeves, stressing the importance of repetition in advertising, relating this story: "I had a client down in the Caribbean with me on a boat, and he said to me, more or less joking, you un-derstand, You have 700 people in that office of yours, and you've been running the same ad for me for the last 11 years. What I want to know is, what are those 700 people supposed to be doing?' I told him, 'They're keeping your advertising department from changing your ad.''

Or there is Mr. Reeves, sitting before a typewriter in a back room.

before a typewriter in a back room of the Transfilm studios, churning out 28 television spots in a few hours for a somewhat abashed Presidential candidate, Dwight D.

- Mr. Mayer reports, incidentally, that in 1948, E. H. Little, board chairman of Colgate-Palmolive Co., had Bates (a Colgate agency) prepare sample radio spots for Thomas pare sample radio spots for Thomas E. Dewey, but they were never used because Dewey rejected the idea "with the full approval of BBDO," the GOP agency in that campaign. Mr. Mayer quotes Mr. Reeves as saying: "I am quite certain that if Mr. Dewey had known these things, and understood them, be would have been President." he would have been President.
- Admen will relish the vignettes of agencies and people scattered throughout "Madison Avenue, U.S.A."
- There is David Ogilvy, British enough to be slightly exotic on Madison Ave.," explaining his brand image approach: "I don't think we advertisers should run campaigns that we'd rather not have our children see."
- . There is Norman B. Norman, "a high-voltage salesman ('the per-fect huckster,' says the head of an unfriendly rival agency)," explaining how BBDO ruined "The \$64,-000 Question": "The important thing when we had it was the poor slobs we put on—people could identify with them. BBDO began "The important using prominent figures. Randolph Churchill, for Christ sake! You lose all the empathy."
- There is Doyle Dane Bernbach Inc., one of Mr. Mayer's favorite agencies, which "has little use for research" and "does not believe in rules of advertising," but does be-lieve, more than anything else, in saying things "with freshner inality and imagination."
- There is Robert Colwell, back at J. Walter Thompson after 10 years with Sullivan, Stauffer, Colwell & Bayles: "While I was president of SSC&B, I was in the hospital four times, I had a heart attack, they took out my stomach, I almost lost my eyesight. My doctor said to me, 'Bob, I don't think this place agrees with you'." with you'.'
- built a \$20,000,000 market research business and who considers anyone who doubts a Nielsen finding "ignorant rabble." And there is his rival, Sam Barton, head of Market Research Corp. of America, "a casual sociologist who looks rather like a Wendell Wilkie with straight hair." According to Mr. Mayer, "the two men are not friends, and each will go some distance out of his can begin handing down dicta." In tracing McCann's sensational growth since 1953, Mr. Mayer uses such terms as "acceleration under forced draft," "constant raids on other agencies' clients and personnel," "introduction of management procedures previously unknown in the agency business," "a monolithic organization," "everyone at McCann talks the same language."

 "Many advertising men," Mr. • There is Art Nielsen, who has built a \$20,000,000 market research

way to criticize the other's service

- There is Garit Lydecker, Scott Paper account supervisor at Thompson, who received a hand-some attaché case when he left Leo Burnett Co. from the seven people working under him. Stamped in gold on the inside of the case was the legend, "Keep us in mind." Three of the seven now work for JWT. "Best investment the little rascals ever made," says Lydecker.
- There is Ernest Dichter: "What everyone agrees on is that Dichter is a born promoter of Dichter and of Dichter's clients, and that once he gets a bone in his teeth he never lets it go."
- There is Clifford Parsells, research director of Ted Bates, "a big ruminative man, whose dignified and conservative mien is tempered by a fondness for loud Argyle socks," who explains: "You know, this is a fascinating business. It's a very educated business, educated by know-how, like a good bartend-er. You don't really know why you do it, you just know how to do it."
- If Mr. Mayer appears to be irreverent at times (he admits in the preface that it was "especially difficult" to maintain objectivity in dealing with advertising research, "where salesmanship and science have been ingeniously interwo-ven"), it is also clear that he picks his spots. In the two chapters that are concerned largely with J. Wal-ter Thompson, there is very little irreverence.

The J. Walter Thompson philoso phy and method of organization— both shadowy affairs that have rarely seen the light of print—are sketched with discernment by Mr. Mayer, who obviously has a high regard for Stanley Resor's contributions to advertising.

Mr. Resor's great contribution, Mr. Mayer believes, "has been his conviction that advertising is nei-ther a circus sideshow nor a busi-ness, but an independent force in the community—and a profession which should have status comparable to that of law or medicine.

 Described here are Thompson's testimonial department, elegantly-furnished private offices, profitsharing plan ("probably the most generous" in the business) and fa-mous "backstop" system ("I hate that word," says one backstop, "be-cause it implies that somebody is always dropping the ball, which isn't true")

isn't true").
On the other hand, Mr. Mayer in noting that McCann's research department has done more work than any other agency "in Adlerian analysis, with its heavy emphasis on power drives," comments, "An-other interesting example of the dictum that 'everybody does best what he really believes in'."

In describing McCann's organizational setup, Mr. Mayer alleges that middle and lower-echelon employes "are deprived of certain personal satisfactions in their work" and "copy chiefs at other agencies have noted that there is always a rach of applications from always a rash of applications from people at McCann when new top executives are hired into the agency and begin handing down dicta.

Mayer writes, "feel that McCann's the agency only a handful of peo-growth has been that of a bubble ple will know that this individual rather than of a solid structure and that the bubble will eventually be pricked."

But Mr. Mayer's basic quarrel with McCann is that its president, Marion Harper Jr. (an "Oklahoma boy" who displays "an apparently unceasing drive to success" and who "has caused it to be noted in 'Who's Who' that he started as an office boy"), conceives of advertis-ing as a business rather than a profession.

One of the basic conclusions of Madison Avenue, U.S.A." is that "the future of advertising" must lie in the establishment of professional status, so that advertising can break "the bounds of servility" and the adman "can face himself in the morning."

If McCann-Erickson is a business, Mr. Mayer argues, "there does

not seem to be any profound reason why creative people should choose to work in one business rather than another . . . Without professional status, advertising cannot offer much to the young talent on which

its future depends.'

■ In this respect, Mr. Mayer expresses surprise at agency advertising. "In advertising," he writes, "even an agency as thoroughly ethical as Young & Rubicam will think nothing of running an adver-tisement for itself, showing empty chairs around a television set, implying that other agencies turn out television commercials which drive the customers out of the room. (The equivalent would be a General Motors ad showing Plymouths by the score overheated and steaming by the side of a road on a hot

In his concluding chapter, Mr. Mayer notes that economic theory has never been able to handle advertising very effectively, and he suggests as a partial solution the premise that advertising "adds a new value to the existing values of the product."

With this premise, he says, "it s possible to explain a number of otherwise puzzling phenomena in the market place--not least the fact that advertising actually sells goods, in the face of almost everyone's proud insistence that it never influences him."

 "Madison Avenue, U.S.A." will probably be remembered more for its descriptive passages than for this idea. In particular, it may achieve memorability for such incisive portraits of the adman as the following:

What makes the men in the siness love their work and business spend themselves too quickly at it, though, is neither the glamor nor the money. Instead, it is the great game of advertising, and the satisfaction of making a personal score in the game.

"Most people who speak of advertising as a game think of the game as something simple, like spin-the-bottle; actually, the game of advertising is a classic game, as complicated as chess. What the advertising man loves in his work is the constant testing of his efforts, the mysteriously changing numbers that measure, or seem to measure, his success or failure . . .

"The advertising man in the typical case needs the challenge and the thrill of the numbers game as much as he needs his salary. Advertising is selling, and the great satisfaction of selling is closing the sale. The advertising man can never close a sale; in fact, he can never be certain that it was his effort which made the sale possible.
"Worst of all, he works in black

anonymity. Everybody in America may know his ad, but not one citi-zen in a thousand will know so much as the name of the agency which prepared the ad, and within

advertising man had anything to do with the ad. "He is a cog in a little wheel that

runs by faith inside a big wheel that runs by the grace of God; he puts his shoulder to the job, and watches eagerly for measurements of how fast the wheels are spin-ning." #

Hearst Honors Bradshaw

Robert M. Bradshaw, circulation director of the Milwaukee Sentinel, has been elected "Hearst circulator of 1957." The Sentinel last September attained a daily average in excess of 200,000 for the first time, highest give morth. highest six-month circulation average in its history.

Irving Serwer Adds 1

Princess Marcella Borghese Inc., New York, maker of a new line of luxury cosmetics, has appointed Irving Serwer Advertising, New York, to handle its advertising and merchandising.



Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tug-boat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Metro-Goldwyn-Mayer

Tugboat Annie motion picture feature a box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test 92% of Lake Theatre audience rated "Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R.B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"— "general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many Disneyland and many, many others in Canada network markets.



TELEVISION PROGRAMS OF AMERICA, INC. 488 MADISON . N.Y. 22 . PLaza 5-2100



*Client and Agency Are Discussing Their Sales Program . . . "The Measurable Results Produced This Year and the Potential For Next Year... From The MOOSE Club and Family-Home Markets"

The primary consideration in all advertising planning must be based upon qualified analysis of the potential customer and his degree of interest in the medium; how his attention can be gained most effectively through his own interests—then influenced favorably toward the product—and converted to sales.

In discussing the reasons why this audience represents one of the demonstrated friendly and responsive groups (for most products) . . . the in-the-know advertising man will tell you the MOOSE Magazine reader is an intensely-interested-reader because the entire editorial content of his Magazine is confined to the reader's own MOOSE-Interest activities . . . human interest activities such as MOOSEHEART "The Moose Child City" with nearly eight hundred dependent orphan MOOSE children . . . who have more than "one million MOOSE Mothers and Fathers" . . . He will tell you, too, about such MOOSE activities as MOOSEHAVEN, the MOOSE Old Folks Home at MOOSEHAVEN, Florida . . . MOOSE Sports and the Bee-Hive of MOOSE Club activities that induce nearly 16,000,000 "visits" to the 1,755 MOOSE Lodges annually. All these MOOSE activities are featured editorially only in MOOSE Magazine. The sustained high degree of reader-interest in these editorial pages provides prospect-interest in a highly receptive editorial "climate". Each member of the MOOSE Family Fraternity pays for his subscription to his MOOSE Magazine. Because the entire circulation is through-themails you blanket the entire market influencing over 6,000,000 people, MOOSE and their families, with every issue enabling you to gain repeated-sales-message-impact throughout this friendly and responsive audience.

Note This: Ad Manager, Sales Manager, Account Man and Space Buyer— Take A Look At This Record . . . it has been growing continuously since 1910

- CIGARETTES CIGARS TOBACCO ... Among the more
 than 1,000,000 Men and Women of
 the MOOSE ... 1,1% are Smokers
 ... 74.6% Smoke Cigarettes
 25.3% Smoke Cigarettes 17.7%,
 Smoke Fipes. (We can tell yeu
 which Brands, too, if you'd like to
 know!)
- BEER-WHISKEY-WINE . . . in BEER-WHISKEY-WINE . . In addition to the huge home consuming market, our MOOSE Clubs purchase nearly 335,000,000 annually in Liquer, Beer and Wines. (We can tell you how the Brands rate, too—in both Markets!)
- DIRECT-REPLY OFFERS . . . During the past 12 months MOOSE Magazine carried over 1,000 direct-reply advertisements with more than 700 being repeat ads . . . indicating the responsiveness of MOOSE Magazine readers. Advertisers tell us "MOOSE is ona of the 3 Best direct-reply magazines published".

nt the full story we will be glad to sit in a meeting with you—or to air mail the details upon receipt of your request.

● HOME APPLIANCES . . . DO-IT-YOURSELF... With over 799,450
Home Owners, here are some of
the items MOOSE will purchase
during the next 12 months.
nearly 50,000 Refrigerators.
nearly 50,000 Air Conditioners...
nearly 30,000 Stoves.

Nursery Items
 Club and
 Home Building
 Modernization
 Products
 Proprietaries
 YOUR
 PRODUCTS

Here Are A Few Of The Facts These In-The-Know Sales Minded Executives Are Talking About . . .

- Rate Yourself 10 Points For Each Sales-Fact You Know . . 5
- FACT: The recently completed MOOSE Market Survey is the most definitive readership study ever made to give a clear and comprehensive jecture of these important MOOSE Markets. It demonstrates that 99.6% of the total MOOSE Audience read MOOSE Magazine regularly and 99.3% endorse MOOSE Magazine editorial pages "as is".

 FACT: There are 1,755 MOOSE Lodges flooated through out the United States and Canada having a membership of 85,000 Mem july 201,600 Ladies who are members of the province of the complete of t
- - FACT: MOOSE Clubs Buy over \$35,000,000,00 annually in various Beverages, Tobacco, Food, etc., Products to serve the nearly 16,000,000 "Ledge-Visits" by our MOOSE Families and Friends.
 - FACT: 89.1% are Married, have families that nearly 4 youngsters per family! (Way above
- FACT: Average occupational income in \$6,000.00 annually. (Way above national ave

- % Check Your In The Know Rating

more people read the daily DETROIT FREE PRESS than any other Detroit newspaper

*ABC PUBLISHERS' STATEMENTS, 9/30/57

The friendly FREE PRESS, Detroit's only morning newspaper—and the fastest-growing advertising medium in America's Motor Empire—is represented nationally by Story, Brooks & Finley (with offices in 10 principal cities) and, for retail advertising, by George Molloy, New York